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U.S. DEPT. OF AGRICULTURE

# GARDEN BEAUTY BOOK

SPRING 1946

*R. M. Kellogg Company*

T H R E E R I V E R S • M I C H I G A N



# 4 Regal Lilies \$1.

Molten gold on beautiful white snow—wouldn't that produce a beautiful effect, if it could be done?

But it doesn't need to be done, really, because we have beautiful Regal Lily to produce the same effect—snow-white flowers, with beautiful gilded throat; crimson veins outside. Up to 20 blooms per flower head. Hardy! Blooms June and July; 4 to 5 feet high. Plant 12 inches apart. One of the most beautiful of all Lilies.

**PRICES:** 3 for 80c; 4 for \$1.00; 6 for \$1.45.

*Tiger  
Flower—*

(Tigridia). Mixed colors only; brilliant reds, yellows, whites, pinks—Hybrids. Grow 2 to 3 ft. high. Plant in a group and you will have a beautiful display. Plant 8 to 10 inches apart. Bloom all summer. Take up in the fall, and store like Gladioli. Need well-drained soil; full sun, ordinary moisture. 2 for 54c; 4 for 98c; 6 for \$1.42; 12 for \$2.74.



## Day Lilies

(Hemerocallis.) These beautiful Day Lilies are easy to grow, and produce an abundance of blossoms. The great delightful feature of Day Lilies is that they produce a new crop of flowers every day.

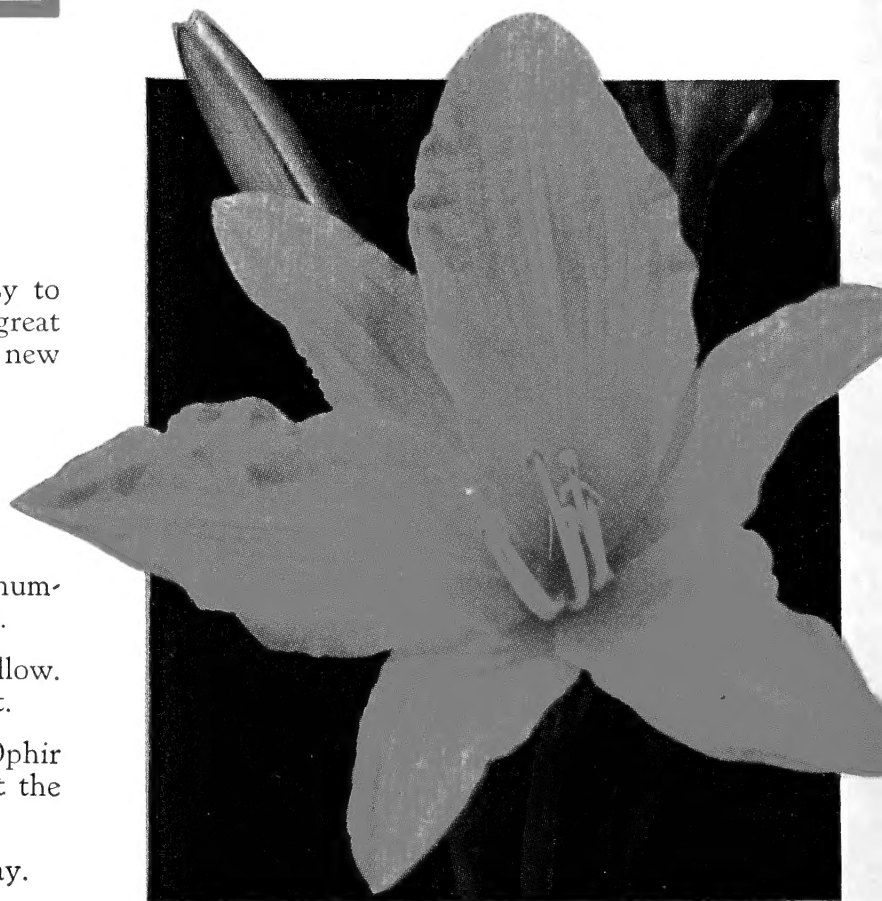
Now we have added a new variety, Gypsy, to our list of Day Lilies, making three in all. All are extra fine, vigorous growers. They are rich in coloring and beautiful in form, too.

**HYPERION.** Fine citron-yellow, produced in great numbers, stems 40 inches tall. Blooms July and August.

**OPHIR.** Just as beautiful as Hyperion but dark yellow. Stems 3½ to 4 feet high. Blooms July and August.

**GYPSY.** Even more beautiful than Hyperion and Ophir because of striking red splotches on the petals. Just the brilliantly colorful Lily you've been looking for.

Plant Day Lilies in a border for a striking color display.



### Prices

- 1 for \$0.75
- 2 for 1.40
- 3 for 2.05

### Cultural Note

Plant Day Lilies 18 to 24 inches apart; ordinary soil; water freely; sun or shade. Extremely healthy and free from most diseases which attack Lilies.

3 Hyperion	.....\$2.05
3 Ophir	..... 2.05
3 Gypsy	..... 2.05
<hr/>	
Total Value	....\$6.15

**ALL 9  
for only  
\$5.95**



# Gladiolus

## *Seventh Heaven*

"My beauty . . . eternal, shining  
. . . would be past belief. Raised  
are we to the Seventh Splendour."  
—Dante.

**W**E have been careful to show this beautiful flower as accurately as possible, but remember that printed colors are never as lovely as those of the natural flower. You can admire this beautiful picture, then expect something even far more beautiful when your Seventh Heaven blooms.

We will let the picture tell you about the coloring and form of Seventh Heaven. Further, we will say that florets are huge, often measuring 6 inches across or more, and are beautifully placed on tall strong spikes. An amazing thing about Seventh Heaven is that nearly all of the flowers open at once. It makes an amazing display, ten to twelve huge flowers being open.

Many good Glads have been originated, but we believe that this one tops them all.

**PRICES:** Large blooming size, \$1.15 each; 2 for \$1.84; 3 for \$2.53.

*Kellogg's*

### *Glory Mixture*

One hundred fine, blooming size Glad bulbs for only \$3.85—red, "blue", yellow, white, pink, violet and variegated, light and dark. Every bulb choice blooming size. Will produce loads of beautiful flowers **THIS YEAR**. Same quality as if you ordered by variety. At least ten different varieties. Mixed colors only; varieties not labeled. (Note: Seventh Heaven **not** included.)

**100 Bulbs \$3.85**



# Kellogg's Aristocrat Gladioli



(1) Morocco

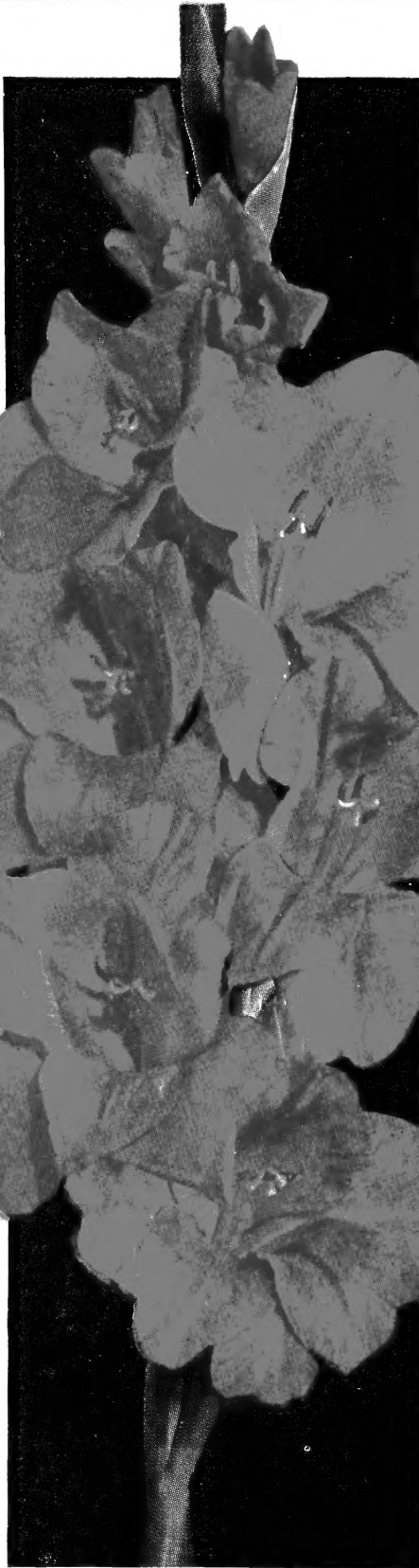
**AMERICA.** Three-foot spikes well-filled. Huge 4-inch florets, delicate orchid-pink. Midseason.

**ANNIE LAURIE.** Delicate pink. Tall, straight. Midseason. 3 to 5 ft. Large.

**BAGDAD.** Picture No. 4. 4 feet to 6 feet. Large. Midseason.

**MISS THREE RIVERS.** Apple-green throat. Large, ruffled orchid. Tall; very late.

Prices at far right.



(2) Dream O' Beauty

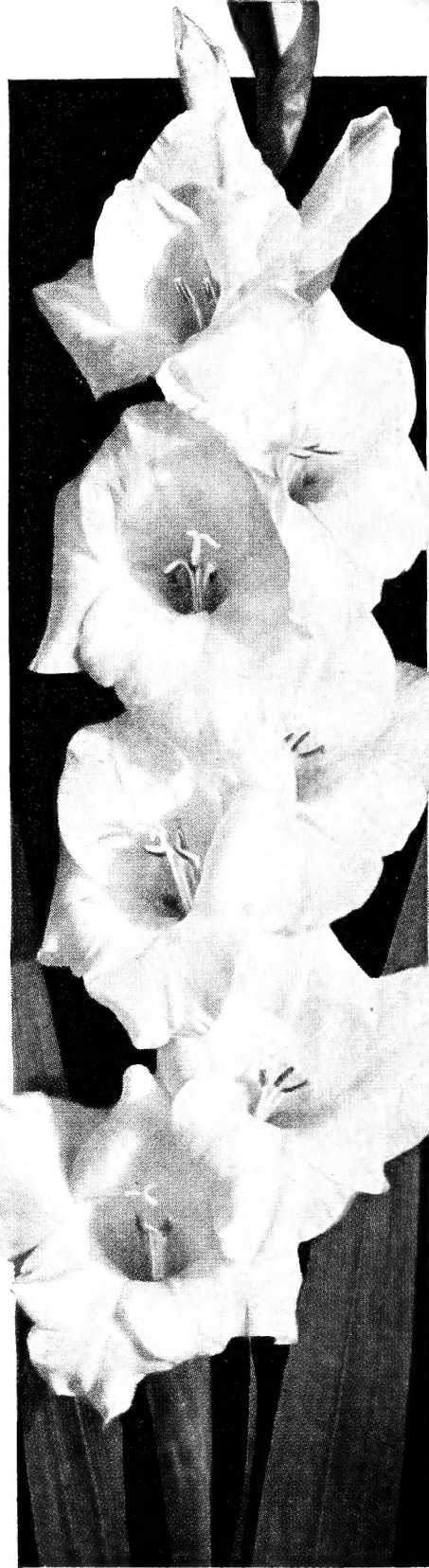
**CHAS. LINDBERGH.** Red fading to pink towards center, beautiful sunset throat. Early.

**DEBONAIR.** Beautiful La-France-pink; shrimp-pink throat; midseason; tall.

**DREAM O' BEAUTY.** Picture No. 2. Early, medium height; huge florets.

**DR. F. E. BENNETT.** Peach-red overlaid with scarlet. Midseason; tall; large.

Prices at far right.



(3) Maid of Orleans

**DUNA.** Rosily blushing cream with purest yellow tinge in throat. Midseason.

**GOLDEN DREAM.** Picture No. 6. Tall; late; large.

**GRAPHIN LIVIA.** (Chotek.) Dignified lavender, lower petals beautifully shaded in throat; early; medium height.

**MAID OF ORLEANS.** Picture No. 3. Tall. Early.

Prices at far right.



# - True Blue Bloods

All Glad bulbs are best blooming size, inspected quality. Prices at right apply to all bulbs on pages 4 and 5.

PRICES	
6 for	\$0.78
12 for	1.20
25 for	2.08
50 for	3.85



(4) Bagdad

**MARGARET FULTON.** Half-ripe cherry color. Strong and upright; early; tall.

**MARY JANE.** Delicate shades of pink. Medium height; large flower; midseason.

**BETTY NUTHALL.** Ruffled, salmon-pink streaks. Yellow throat, red streaks. Late, tall, large florets.

**MOROCCO.** See picture No. 1. Tall, medium flower; midseason.

Prices at right.



(5) Pelegrina

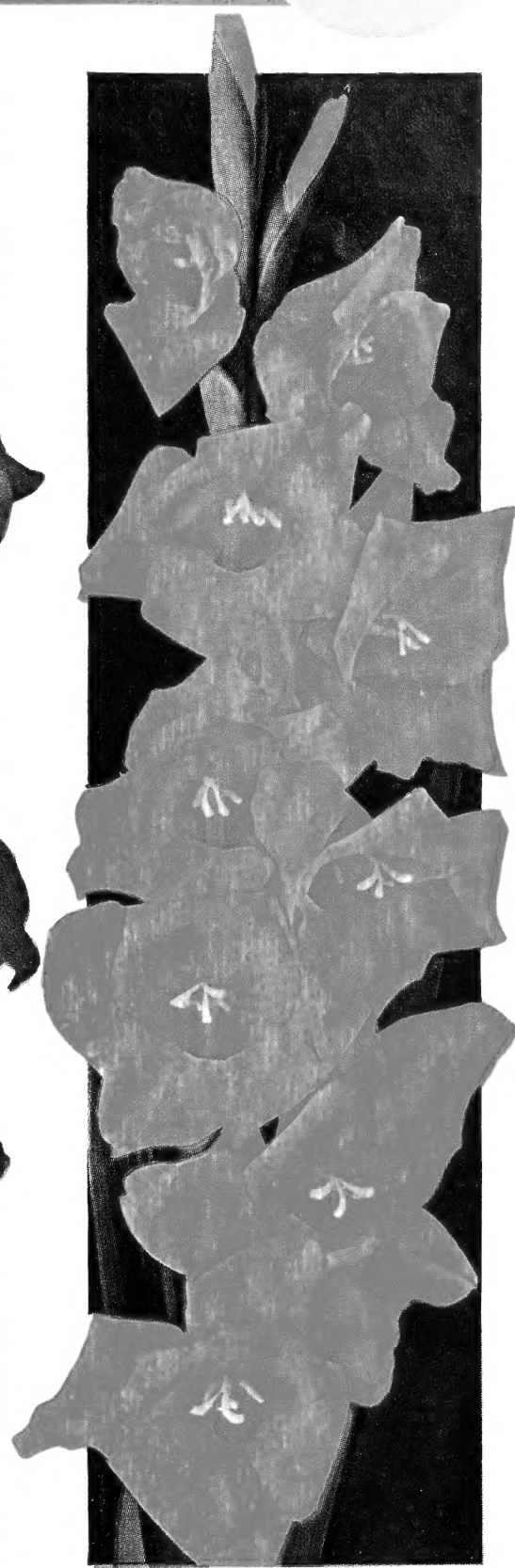
**ORANGE WONDER.** Clear rich orange; large; tall; late.

**PEACE.** Snowy white with deep lilac shadings in throat; large; tall; late.

**PELEGRINA.** Picture No. 5. Medium height; medium flower; moderately early.

**PICARDY.** Clear, pure pink, painted with red in the throat. Tall; midseason; large florets.

Prices at right.



(6) Golden Dream

**RED SPLENDOR.** Brilliant scarlet with lower petals velvety red. Early mid-season; large; medium height.

**WASAGA.** Soft pale red-orange with light red. Early; large flowers; tall.

**KUNDERD'S YELLOW WONDER.** Tall growing lemon-yellow; medium flower; very early.

Prices for all Gladioli on pages 4 and 5: 6 for 78c; 12 for \$1.20; 25 for \$2.08; 50 for \$3.85.

Send Your Orders to R. M. Kellogg Company, Three Rivers, Michigan

# Kellogg's Cannas ---



## Cannas

These are the most brilliant of all bedding flowers. High grade, hand-picked, healthy roots. Bloom in July and August, 3 to 6 feet high.

**Orange Gem.** Glowing orange, green foliage.

**King Humbert.** Scarlet, bronze foliage.

**Yellow King Humbert.** Deep rich yellow, softly spotted, blotched with bright red.

**Hungaria.** Pink, bluish-green foliage.

**Ambassador.** Poppy-red, bronze foliage.

**PRICES: Varieties Above**

5 for \$0.70	20 for \$2.45
10 for 1.25	30 for 3.59

You may choose varieties or we'll send equal numbers of each.

**Bargain!**

**Mixed Cannas**

Here are Cannas whose brilliant colors will intermingle and blaze with all the glory of a colorful fire. Red, Yellow, Pink, Scarlet—all are here. Roots strictly high grade. Varieties, our choice, not labeled.

**30  
for  
1.94**

15,	\$1.05
50,	3.15
75,	4.67

Scientists say that bright, cheerful colors promote bright, cheerful thinking, which in turn promotes well-being and health. Now, as always, we need brightness and good cheer, so order the bright colored flowers, live among them, and make them your friends.

## Look! Two Dream Dahlias

We have tried to recreate on paper the dream-like quality which gives Geo. Relyea and Jean Trimbee their real beauty and charm, but we find that it is impossible. You wouldn't really expect us to picture a dream, would you?

If we could show you the real blossoms of Geo. Relyea and Jean Trimbee, it would be foolish for us to say: "Look!" You couldn't keep your feelings still! You would exclaim with delight, and call upon all within range to come and see the two dreams that proved to be real.

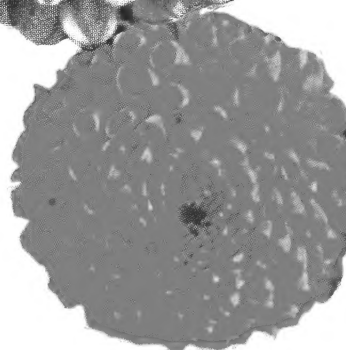
### PRICES

**Geo. Relyea and Jean Trimbee**

1 for \$1.00	4 for \$ 3.70
2 for 1.90	6 for 5.50
3 for 2.80	12 for 10.90

## Pompon Dahlias Miniatures

Little Herman, Golden Queen and Coral Beauty shown below.



These are the delightful little Dahlias which are steadily gaining popularity because of their regularity of shape and gorgeous coloring. For \$1.15 we will send you one of each variety listed, or, you may make your own choice.

**CORAL BEAUTY.** Coral-pink, bell-shaped.

**GOLDEN QUEEN.** Bright, beautiful yellow.

**LITTLE HERMAN.** Red, tipped with white.

**AMBER QUEEN.** Charming amber and orange.

**BOBBY.**

Plum-colored; dusky and beautiful.

**FAIRY.**

Rose-pink; orange-bronze center.

6 for \$1.15
12 for 2.20
18 for 3.25
24 for 4.30



# Dahlias

What better than Dahlias and Can-  
nas? They are brilliant! Their warm  
colors are friendly and inviting.

## Jean Trimbee

At last we can offer you the famous—but very scarce—Jean Trimbee Dahlia! No, it is not quite new. It has been known for several years, but quantities were never sufficient to meet the demand. A rarity: still scarce, so order early. Very large: 8 inches across or more. The American Dahlia Society describes Jean Trimbee as “a large or exhibition Dahlia.” We show the beautiful color as accurately as possible, actually, it is a true Petunia-violet color. It is a tall, vigorous grower with long, curled petals. If you want Jean Trimbee, order early.



### CULTURAL NOTE

Plant in any well-drained soil; sun; plant in hole 5 to 6 inches deep; space 2 to 3 feet apart. Lay tuber on side with eye upward.

## George Relyea

We wish you could see one of these very unusual Dahlias. The center is tight and deep orchid in color; next comes a burnt-orange coloring; and finally tips of orchid-white which seem to give off light. They are so radiant. Just imagine the striking contrast in this amazing combination of colors! The Geo. Relyea is large in size, usually about 8 inches across, and decorative in type. Good strong roots.



### PRICES

George Relyea and  
Jean Trimbee

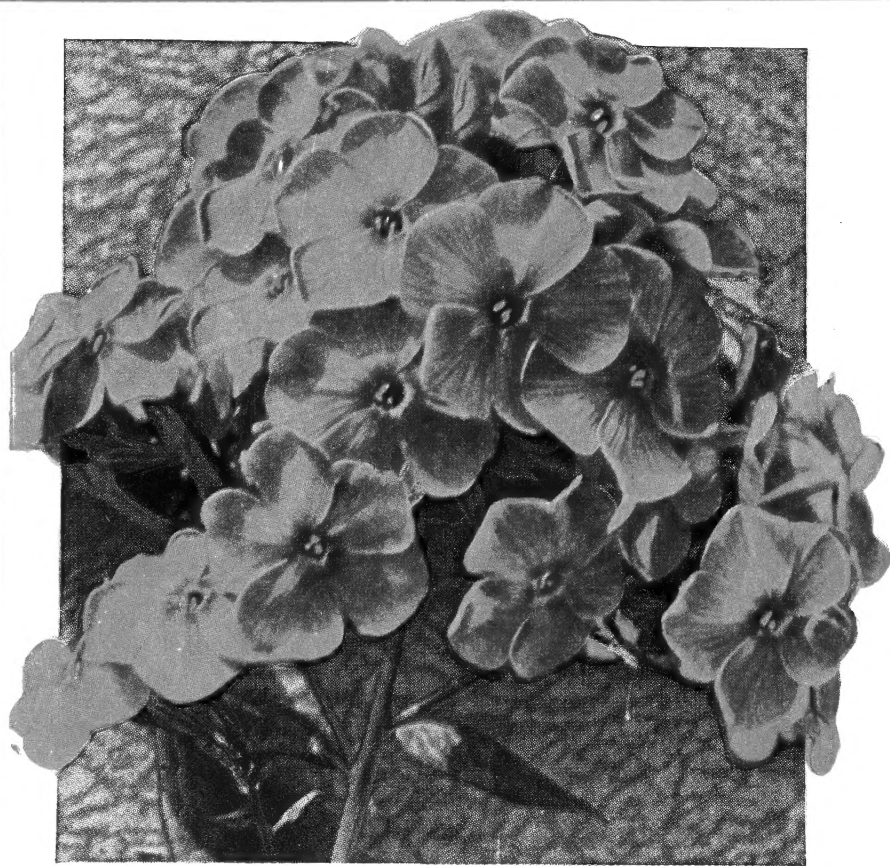
- 1 for \$1.00
- 2 for 1.90
- 3 for 2.80
- 4 for 3.70
- 6 for 5.50

**Cultural Note:** Plant Phlox 18 inches apart in good rich garden soil; sun; ordinary moisture requirements.

## Sonja

**B**ABY blue with straw color eyes—an oddity, yes! But oh, it's a pretty oddity! It will add beauty and individuality to your garden. We've done our best to show Sonja's unusual color, but light colors are hard to reproduce accurately, and so we fall short of perfection. You will have to try it to know it. Somewhat low-growing, 18 to 24 inches, but healthy and vigorous; large florets. Place Sonja out in front; a real headliner.

**PRICES:** 1 for \$0.45    3 for \$1.15  
2 for .80    4 for 1.50



**AFRICA.** Amazing dark carmine-red that seems to belong to another world. See further description on page 11.

**10** Don't forget! This collection will include two Africa Phlox if you order before March 15th.

## Hardy Phlox

20 for \$4.60

30 for 6.85

40 for 9.10

**\$2.35**

**T**HIS has been Kellogg's most popular Phlox bargain for years. It includes a full range of colors: pink, white, red, salmon, and others. The collection is made up of our surpluses, regardless of value, and you may get some of our newest and finest varieties. The collection would cost you much more if ordered by varieties.

All plants are sturdy, field-grown stock, same high grade that you would get if you ordered them separately.

At least two of the plants will be Africa. Africa will be labeled. **Prices above.**



# Kellogg's

# Big Three Phlox

HERE are Kellogg's three finest and newest varieties of Phlox. Sonja and Bright Eyes were first introduced only two years ago, and Mary Louise was introduced only last spring. Not only are they new but they improve on the beauty of older Phlox. You will like them.

## PRICES FOR MARY LOUISE AND BRIGHT EYES

1 for \$0.45	3 for \$1.15
2 for .80	4 for 1.50



## Mary Louise

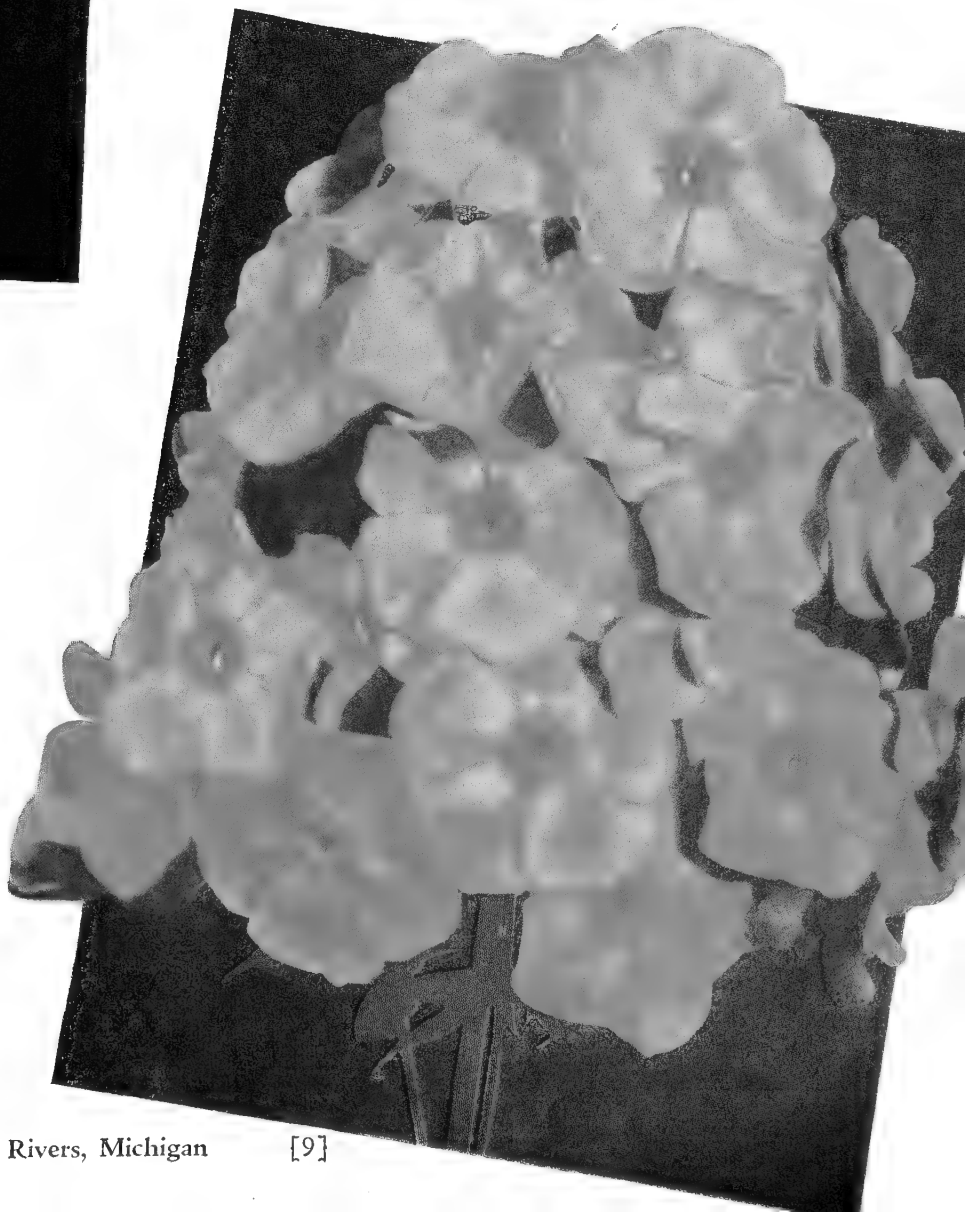
(Picture at left.)

ONE of the most beautiful sights in this world is that of newly fallen snow, and here is a new white Phlox that is just that pure and clear. Mary Louise, we believe, will soon be the favorite of all whites. We are sorry that limitations of printing do not let us show it as clear and beautiful as it is. No paper is white enough. Also some ink must be used to show shading. But just think again of newly fallen snow, and then order Mary Louise. **Prices above.**

## Bright Eyes

(Pictured at right.)

THERE have been red Phlox before, but none with the beautiful large florets, and dancing dark eyes of Bright Eyes. And, none with quite the amazing brilliance of coloring. Oh, what a glorious sight a bed of Bright Eyes is! You should see the row after row of them blooming in our nursery. Why not transplant a part of this striking glory to your own garden? Bright Eyes is a child of the famous large-flowered Daily Sketch and inherits all the health and vigor of its parent, and the huge florets, too. Magnificent size, magnificent color. **Prices above.**

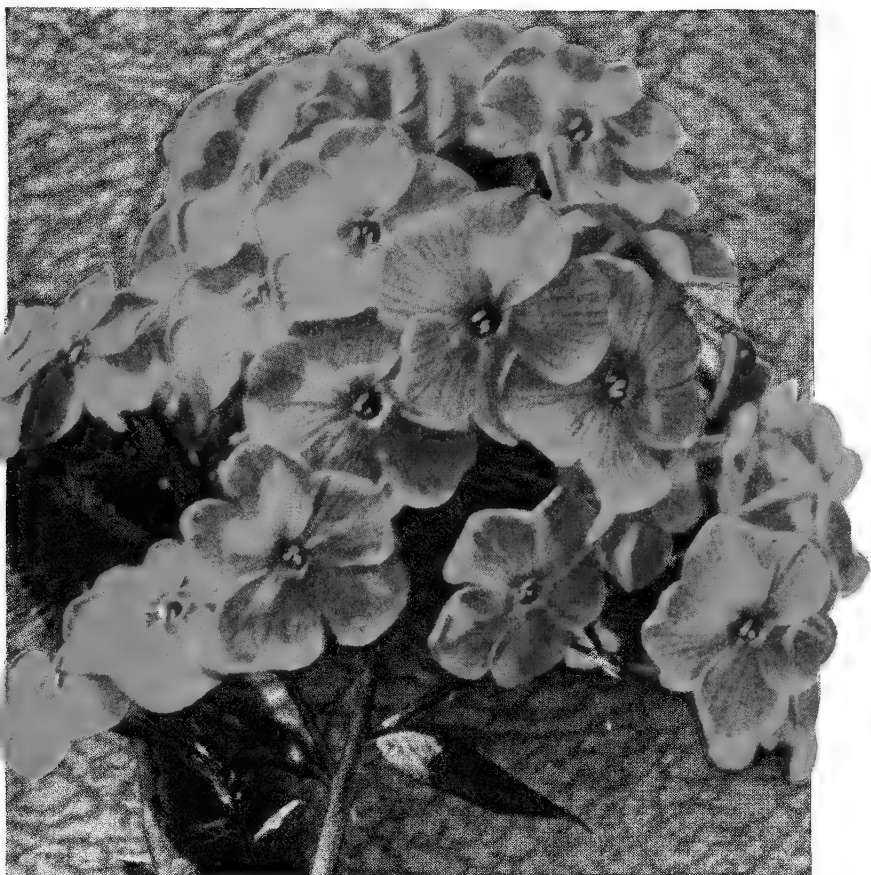


# Kellogg's

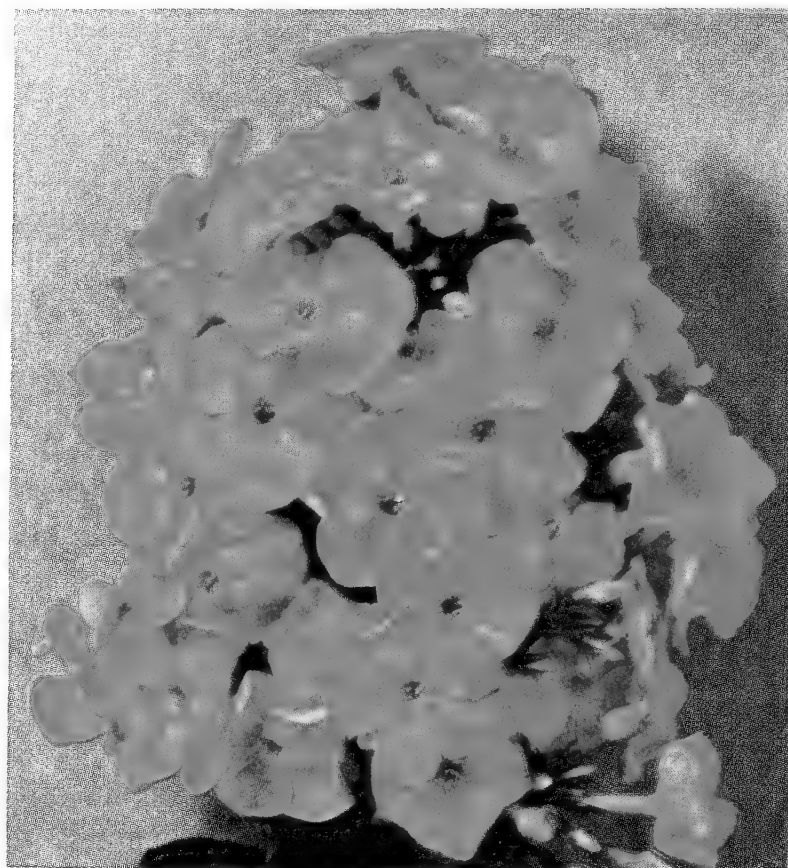
# Big Six Phlox

Cultural Note:  
Plant 18 inches  
apart; rich soil;  
sun; ord. mois-  
ture.

Kellogg's Big Six Phlox have been offered to Kellogg customers for several years, and never seem to lose popularity.



Africa



Salmon Glow



Pinkette



Count Zeppelin



# Collection

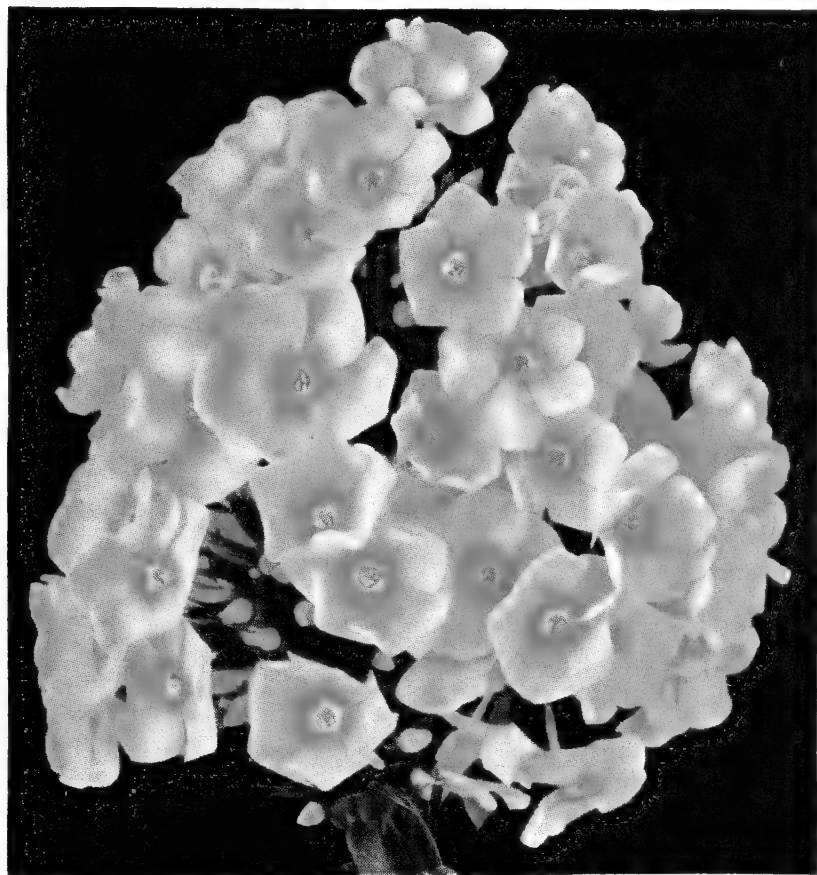
These varieties are outstanding. For vigor, productiveness and beauty, they cannot be surpassed.

## PRICES

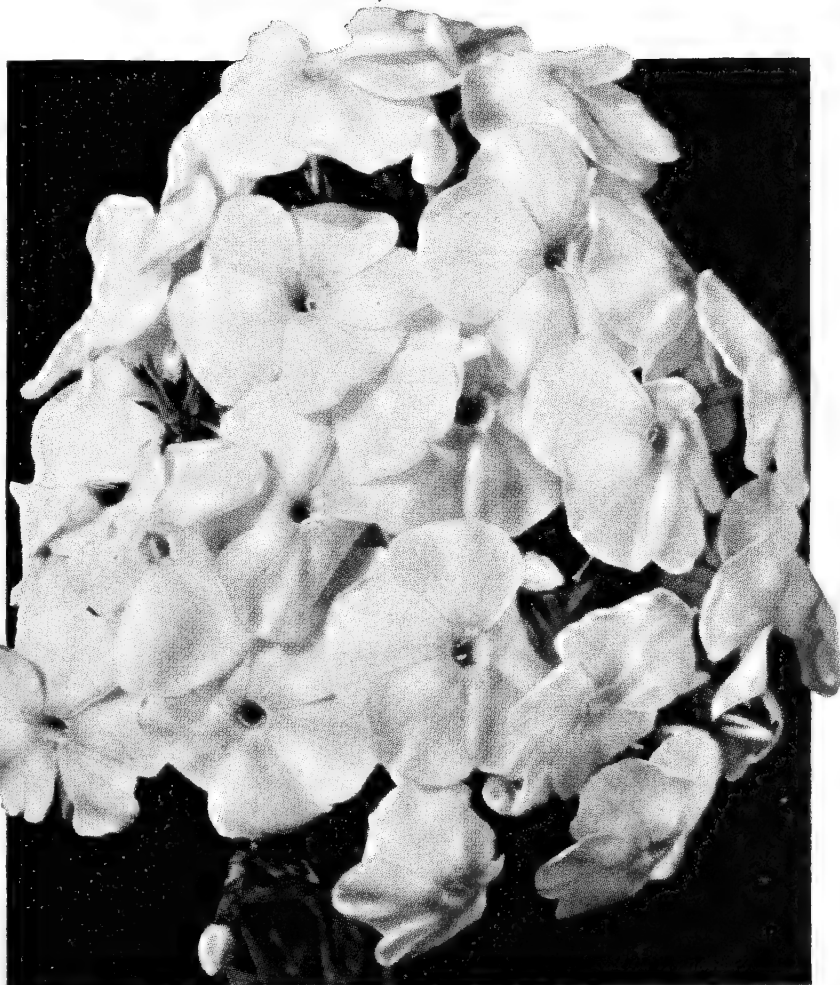
1 for \$0.42      4 for \$1.38  
2 for .74      6 for 2.02  
12 for \$3.92

You can order Phlox shown by variety at prices above; or send \$3.92 and we will send you two of each.

12 for  
\$3.92



Daily Sketch



Rosy Blue

*Now!*

*Includes*  
*Rosy Blue and*  
*Pinkette*

**AFRICA.** Color so mysteriously beautiful that it can hardly be described—amazing, dark, carmine-red that seems to belong to another world. Strong, vigorous grower, healthy and hardy; easy to grow. Far more beautiful than the picture. **Prices above.**

**SALMON GLOW.** Deep rich salmon-pink so beautiful and satisfying that you will immediately want to discard all other salmon Phlox. Eye: deep carmine. Heads: well-filled, stately. Foliage: healthy, strong. **Prices above.**

**DAILY SKETCH.** Here is pink so dainty and pretty that it cannot be reproduced accurately. You must grow Daily Sketch to see its beauty. Florets as large as a Pansy. Long blooming season, July to frost. Hardy. **Prices above.**

**PINKETTE.** Pink so delicate that it can scarcely be seen—and yet it is there, making this new Pinkette Phlox probably the loveliest ever offered. Florets large; well-shaped, beautiful, symmetrical heads. Foliage strong and upright. **Prices above.**

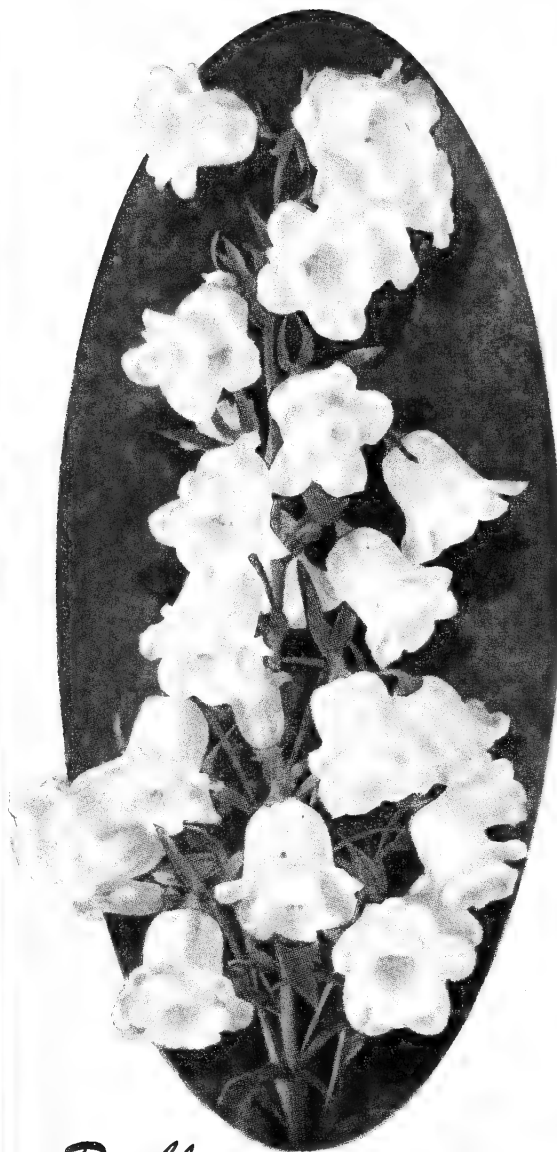
**COUNT ZEPPELIN.** A very fine and striking white. Note the pretty red eye: looks like a dainty polka-dot dress, doesn't it? **Prices above.**

**ROSY BLUE.** Here shades of blue and rose intermingle in magical fashion, really giving the effect of a rosy blue—not purple or violet, but "Rosy Blue." Child of the famous large-flowered Daily Sketch, it inherits unusually large florets, vigor, productiveness, and fine well-filled symmetrical heads. **Prices above.**

Send Your Orders to R. M. Kellogg Company, Three Rivers, Michigan

[11]

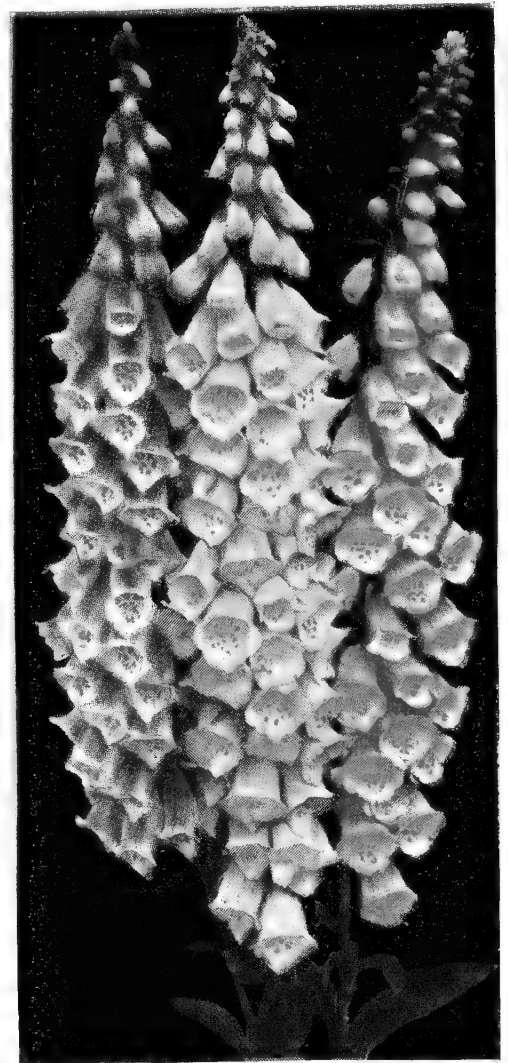
# Quaint in Form and Bright



## Double Canterbury Bells

(*Campanula Calycanthema*—Cup-and-Saucer.) Even more beautiful than the single Canterbury Bells. Flowers double as shown. Produced in masses on tall 2- to 3-foot stems. You may choose colors: Blue, Rose, White, and Lilac. Plant early for bloom this year. 1 for 28c; 4 for 82c; 8 for \$1.54.

Single Canterbury Bells: Same as above, but flowers single. Prices same as above.



## Foxgloves

(*Digitalis*.) These beautiful flowers should be in every garden. They are strong, vertical Shirley Hybrids with wide color range: white, shell-pink, rose, etc. Mixed colors only. Grow 3 to 4 feet high; spread 8 inches or more. Blooming season about July. Prices: 3 for 64c; 5 for \$1.00; 10 for \$1.90.

For best results, order early and plant as soon as received.

## Double Hollyhocks 5-\$1.25

(*Althea Rosea*.) Scarcely look real, they are so pretty. A wonderful background. Hardy, easily grown, mammoth flowering, beautiful! Bloom June and July. We send you an assortment of pink, red, lilac, white and yellow or you may choose colors. Prices: 33c each; 3 for 79c; 5 for \$1.25.



## Shady Lawn Spurge

(*Pachysandra terminalis*.) Dense masses of lustrous green leaves. Trailing vine, 12 inches high. Thrives well under evergreens; anywhere. Practically evergreen itself. If an immediate effect is desired, plant 8 to 10 inches; any soil; shade; water liberally. Suitable for rock garden or border. Hardy.

Prices: Field-grown plants, 32c each; 2 for 54c; 4 for 98c; 6 for \$1.42.



*in Hue, Such as Grandma gave Her Lovers*



### *Astilbe. Peach Blossom*

Beautiful, feathery panicles 8 to 10 inches long, tinted a delicate peach-blossom-pink. A charming addition to your garden during June and July. A handsome midsummer border. Grows 1½ to 2 feet tall. Plant 15 to 18 inches apart in moist, rich soil; water; sun or semi-shade.

Prices: 55c each;  
2 for \$1.00.



### **BALLOON FLOWER**

(Bellflower—*Platycodon*.) Bell-shaped flowers; growing 1½ to 2 feet tall. Dark green foliage. Blooms July and August. Very hardy. Plant 12 inches apart; ordinary well-drained soil; ordinary moisture; sun or shade. Choice of blue or white. 2 for 54c; 4 for 98c; 6 for \$1.42.

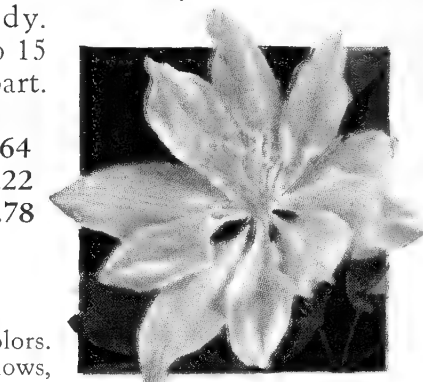
A mixture of best varieties: red, pink, blue, purple, white, yellow. Grow 3 feet high. Mixed colors only. Bloom May-June. Hardy. Plant 12 to 15 inches apart. Shade.

2 for \$0.64  
4 for 1.22  
6 for 1.78

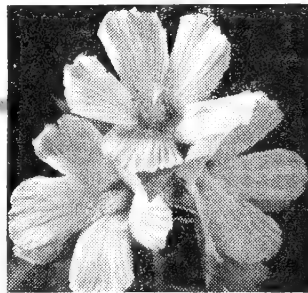
### **AQUILEGIA CLEMATIFLORA**

Different! Hybrids; mixed colors. Beautiful pastels, pinks, yellows, blues, whites, creams. Grow 18 to 24 inches. Bloom May-June. Space 12 to 15 inches. Prices: 2 for 70c; 4 for \$1.30; 6 for \$1.90.

## *Aquilegias*



*Aquilegia Clematiflora*



### **HIBISCUS**

(Mallow Mixed.) A giant 3- to 4-foot perennial. Showy blooms July-August. Mixed colors only. Plant 24 to 30 inches apart in ordinary soil; ordinary moisture; sun or part shade. Cut back to soil's surface each spring. Hardy. Field-grown. 1 for 32c; 2 for 54c; 4 for 98c; 6 for \$1.42.



## *Tall Delphiniums*

A charming collection of high-grade, tall-growing varieties only; varieties our choice. Blue, light blue and violet—no dwarfs. Plant 18 inches apart; rich well-drained soil; ordinary moisture; full sun. Order early, limited supply. 3 for 73c; 6 for \$1.36; 12 for \$2.62.



## Pacific Delphiniums

### Special White

We have a very limited number of white Pacific Delphiniums. First come, first served. 60c each; 2 for \$1.10; 4 for \$2.10.



### Breezy!

Windflowers are winsome flowers, with delicacy and charm. Beautiful form.

## Windflowers

(*Anemone Japonica*.) We'll bet you can't have these lovely flowers in your garden without falling in love with them. Their daintiness, their delicate coloring, and their winsomeness will surely win you. And don't forget, they bloom in the fall when you need all the flowers you can get—masses of blooms from September to November. They grow 2 to 3 feet high. Plant 15 inches apart; moist, rich soil; water; prefer shade but also grow well in sun. Four varieties:

Price: 55c each; 2 for \$1.00; 3 for \$1.45; 4 for \$1.90; strong pot-grown plants with ball of earth on roots, your choice of varieties.

### BARGAIN!

2 Rubra. Red .....	\$1.00
2 Queen Charlotte. Pink .....	1.00
2 Whirlwind. White .....	1.00
2 Princess Charming. Lavender ..	1.00

Total Value .....\$4.00  
Special Price .....\$3.60

ORDER THE BARGAIN—SAVE!

**T**HESE precious beauties will be the glory of your garden with their strikingly beautiful combination of delicate blues, dark blues, lilacs, purples and occasional whites, all together.

Pacific Hybrids are the biggest development in Delphiniums in years. They are tall-growing with stiff strong stems; do not break down easily; and two-thirds to three-quarters will be double.

We offer you a mixture of various shades. We cannot allow color choice, as plants are hybrids. All plants strong and vigorous. Plant 15 to 18 inches apart; any loose non-acid soil; sun; moderate moisture requirements; small quantities lime or wood ashes beneficial. Order several for good color range. 5 for \$1.40; 10 for \$2.70.





# Unique!

## *Gaillardia Goblin*

(Blanket Flower)

Man, Oh Man! What brilliant coloring! And what a beautiful shape! This unique, low-growing Gaillardia grows 12 to 15 inches high in broad, compact bushes; becomes completely covered with beautiful large 2- to 2½-inch blanket flowers, of brilliant red and golden yellow so that the foliage often is entirely hidden, July to September. Plant 12 inches apart in any well-drained soil; sun; ordinary moisture requirements. Give some winter protection.

**PRICES:** Field-grown plants, 35c each; 2 for 60c; 4 for \$1.10; 6 for \$1.60.

# New!

[15]

## Shasta Daisy *Honeymoon*

If you like flowers that are huge, plant the new Shasta Daisy, Honeymoon. Its blooms are up to 5 inches across, or even more. And, it is a pure brilliant white that will gleam like newly fallen snow in your garden. Centers golden yellow with fringes of green showing through; very pretty!

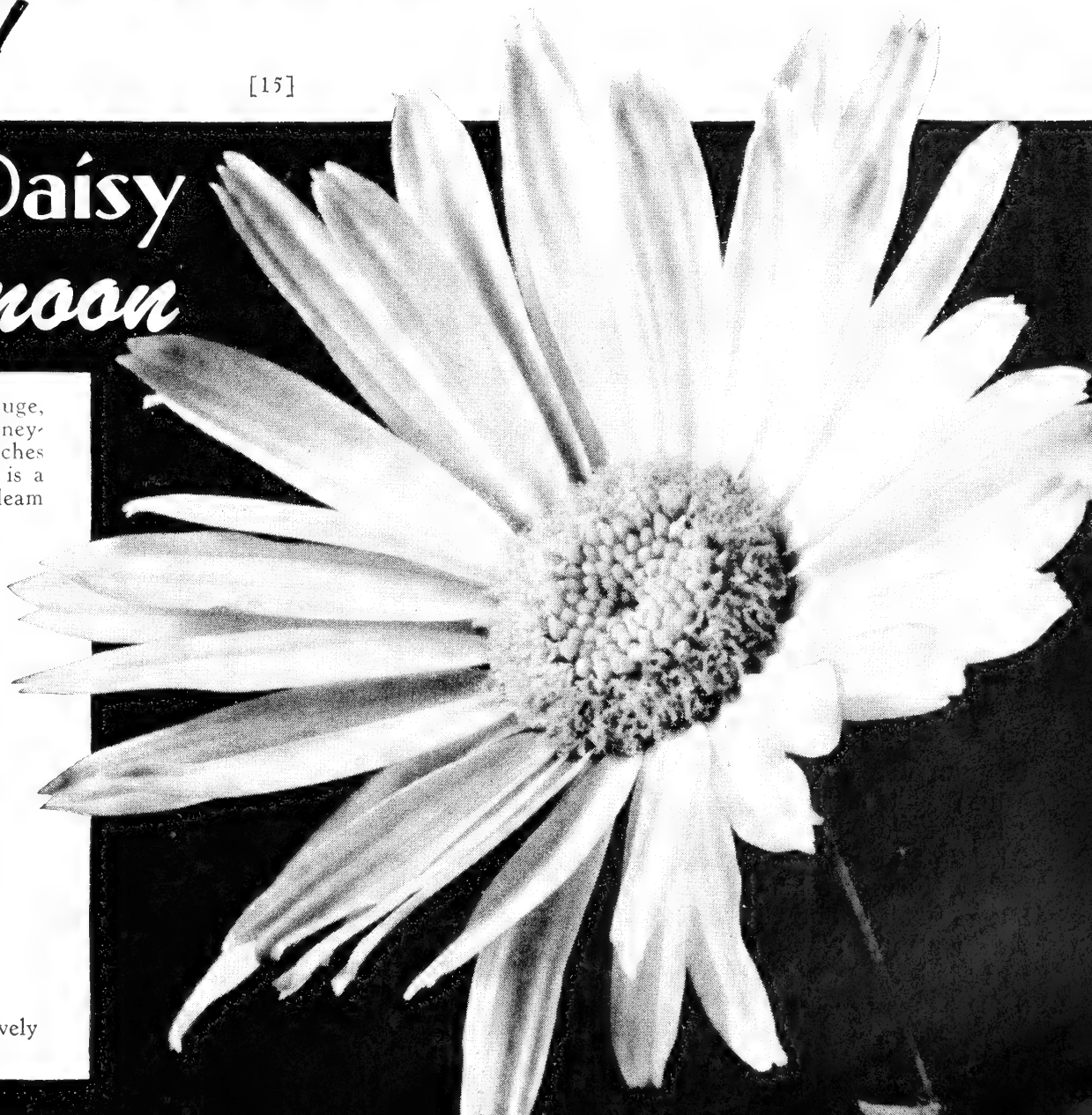
Petals overlap, intensifying the gleaming white, and the large abundance of blooms make it massive in your garden. Blooms from June 30th to August 31st. **Hardy.** And it's new.

Foliage rich green, upright, healthy. Grows 24 to 30 inches high. Order now. Supply limited.

### PRICES

1 for \$0.60  
2 for 1.10  
4 for 2.10

Field-grown plants exclusively this year. Strong.





# New Red

Here's real good news! Now you can have an Azaleamum garden with red in it—real red! Prof. Sam Williston produces its blossoms in hundreds, just like Azaleamums, and fits in especially well with them. Here's a bargain: three new Azaleamums plus red Sam Williston. See below.

**- MEMO -**

**=Today=**  
Order Kellogg's

**Plus Red**  
Azaleamum Bargain

1 Sam Williston .....	\$1.00
1 Summer Sunset .....	1.10
1 Summer Gold .....	1.10
1 Carnation Rose .....	1.10
<b>Total Value .....</b>	<b>\$4.30</b>
<b>Special Price</b>	<b>\$3.75</b>

## 8 Large Flowering Chrysanthemums

### \$2.15

**IMPORTANT!** You will get at least one Barbara Cummings and one Aladdin in this Bargain. This fine group of Mums will make a glorious color spot in your fall garden. In fact, the early-blooming Aladdin and Barbara Cummings will bloom in August or earlier. For the others, you will receive excellent varieties, but unlabeled, our choice, in colors shown, strong, pot-grown plants. Note: Barbara Cummings or Aladdin may be bought separately at 2 for 76c; 3 for \$1.09; 4 for \$1.42; 6 for \$2.08.

## Pompons

White, yellow, pink. Excellent varieties, our choice. An excellent bargain. You'll love these little, brightly colored darlings.

**\$6 for \$1.15**



# 'Mum'

## Prof. Sam Williston

**W**HO wants a red "Mum"? Here it is folks, redder than any Chrysanthemum you have ever seen before. Not a dull maroon or wine color but **red**.

For years breeders have been trying to produce a red Chrysanthemum and now we have it. Prof. Sam Williston really is red, a dark red, almost clear. In fact, not many flowers are redder. The attractive yellow centers set off the red petals well. Nice shape, too. Blooms semi-double.

Prof. Sam Williston produces an exceedingly large abundance of blossoms. In fact, it is so very close to being Azaleamum-type that it only missed by a hair. Sam Williston's blossoms are produced by hundreds. You can plant them among your Azaleamums, and hardly know the difference. They bloom early and for a long period of time, like Azaleamums.

(Prices at right.)



Imagine a plant heavily loaded with hundreds of dark red blooms like those above! An amazing display! Printing cannot show Sam Williston's satisfying color. You must see it in your garden. Order at prices below. Or, better yet, order the special at the left. Sam Williston comes so near to being Azaleamum that it should be planted with them. **Prices: Pot-grown plants, \$1.00 each; 2 for \$1.90; 3 for \$2.80; 4 for \$3.70; 6 for \$5.50.**



## Unique! Spoon Chrysanthemums

So delightfully unique that you will surely want them. Each petal is spoon-shaped but at the same time they are beautiful. Actually the dainty petals are tubular in shape but flare at the ends, giving the spoon effect.

We have them in the three most popular colors: Pink, White, and Yellow. **Prices: Your choice of color, plants out of 2-in. pots, 1 for 42c; 2 for 74c; 3 for \$1.06; 6 for \$2.02.**

**3 Plants  
for \$1.06**

**Important!** Azaleamums belong to the Chrysanthemum family but have a habit of growth similar to that of Azaleas, hence are trademarked Azaleamums. They are not Azaleas.

# Azaleamum

TRADE MARK



**Bargain!**

You'll like both Summer Gold and Summer Sunset—so here's a special for you.

2 Summer Gold .....\$2.10  
2 Summer Sunset .... 2.10

Total Value .....\$4.20  
Special Price .....\$3.99

## *Hundreds of Blooms*

Owners find our claims of 600 blooms first year, or more, to be true. To those who have never seen Azaleamums, it seems unbelievable, but read what customers say: Mrs.

Lustenburger, Miss., says that despite poor soil, heat and drought, her Azaleamum grew to a large bush covered with hundreds of lovely flowers first year. J. L. Sigmund, Pa., reports: "I tried to count the blooms but got lost!"



# Summer Sunset

Plant Patent No. 561



**PRICES**  
**Strong, pot-grown plants**  
 1 for \$1.10  
 2 for 2.10  
 4 for 4.10

**Hardy and Healthy** All Azaleamums are hardy—live through hard winters. All are healthy, vigorous growers. We ship small 2½-inch pot-grown plants and it seems almost unbelievable that they can reach such large size, but they do give big surprises. You'll be delighted at blooming time.

Do you want your friends and neighbors to exclaim with wonder? Do you want them to envy your garden and admire it? Do you want a flower that is really new, and more beautiful than any that you have known before? If so, order Azaleamum Summer Sunset. Very early blooming, will start about the first of August or earlier, depending upon the season. Continues with grandly expanding glory until frost.

No single plant can show the entire glory of Summer Sunset, because it varies in shade throughout the season. For photographing, we selected a plant that was predominate in rich orchid, but at the same time there were others that predominated in golden yellows and apricots, some that were predominantly orange and others with a mixture of shades. Summer Sunset is a continual surprise to you. It does not tire you with one color alone, but has a variety of colors, and each one is glorious and beautiful.

Usually coloring on any individual plant starts with a rich apricot, or light orange, and as the season advances, this turns to buff or fawn, then gradually to a suffusion of deep rose or coral underlaid with mauve or orchid. Can't you just imagine the beautiful effect of so many harmonizing shades?

Flowers occur in the same amazing abundance as the older varieties and possess better form. Stems are stronger and more upright; do not lop down when loaded with blooms. In short, Azaleamum Summer Sunset has all the good points of the older varieties, plus sturdiness, amazing color harmonies, and larger flowers. The pink Azaleamum, Cameo Queen, has retained its popularity for a full 12 years—an amazing record—but we expect Summer Sunset to do even better.

Prices in Picture at Left.

## *A Single Flower.....*

Note the beautiful golden tips, on the delicate orchid petals, and the beautiful form.

A fine flower for cutting.

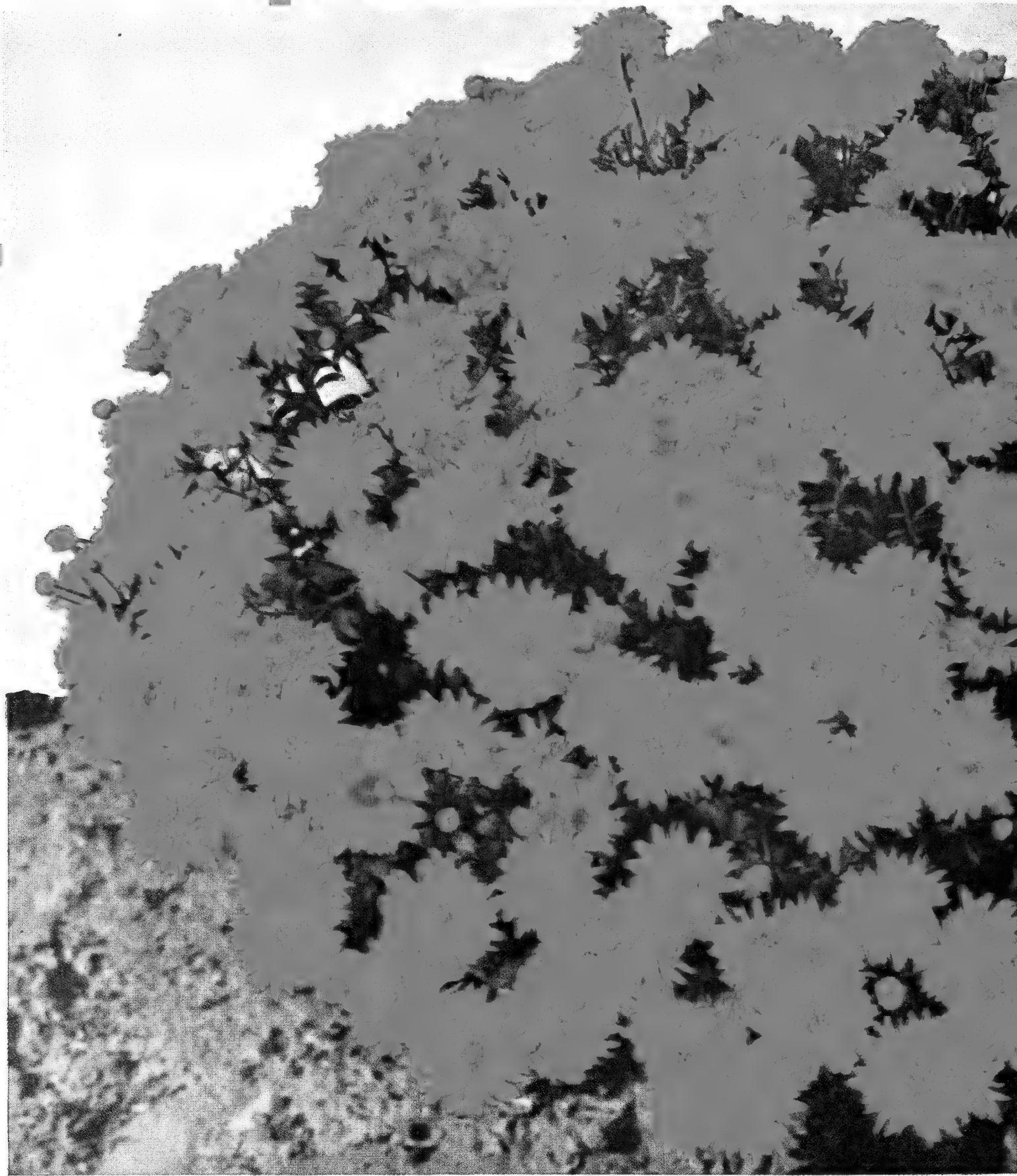
And you will hardly miss those you cut, because there are so many on the plant.



Important! The word "Azaleamum" is our trademark, and must not be used by any other firm or individual in selling plants of any kind. Most of the varieties of Azaleamums are patented or patent applied for.

# Azaleamum

TRADE MARK



**Cultural Note.** Plant all Azaleamums about 2½ to 3 feet apart; any well-drained soil; moderate moisture requirements; sun or part shade.

[20]

## *Hardy Perennials*

All Azaleamums are hardy perennials—live through difficult winters. They bloom even better the second year than the first.

However, it is best to give them some winter protection. After the tops have been deadened by frost, in the fall, cut them down and let fall over roots. Then add a layer 6 to 8 inches deep of some good strawy material. Leaves should be applied thinner if used, as they smother if applied too thickly. Only a little care like this will bring your Azaleamums successfully through most any winter.



Plant Patent No. 598

**Important!** Azaleamums belong to the Chrysanthemum family but have a peculiar habit of growth similar to that of Azaleas, hence are trade-marked Azaleamums. They are not related to Azaleas.

# Summer Gold

New Azaleamum Summer Gold is the start of a new large-flowering group of Azaleamums. The older varieties have beauty, yes. They are gorgeous, too, with their hundreds and hundreds of blooms, and it almost seems that they could never be improved, but the New Azaleamum Summer Gold is proof that they can be. Order Summer Gold this year, and have a garden that stands out superior to any other in your neighborhood.

At left is a plant of the new "Summer Gold" Azaleamum. Wouldn't you just love to snip a few of the golden blooms for your table? You could, too, without noticeably injuring its beauty, because the flowers are produced in such a wonderful abundance that a dozen or two would not be missed. Always fresh and perky, this Azaleamum will be a welcome addition to any garden.

Some day, we hope, we will get a picture of Azaleamum Summer Gold that will do it part justice, at least. We would like to show the glitter that goes with its golden coloring, and makes the plant look like a huge lump of the precious metal in your garden, but with the loveliness and the liveliness of beauty that no metal can ever have.

Here we do show a color picture, but are not satisfied with it, because it falls so far short of Summer Gold's real beauty and charm.

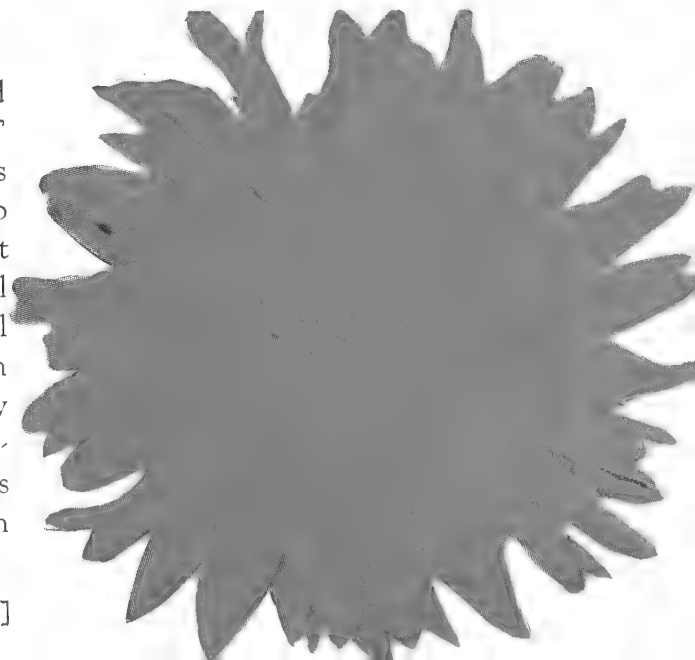
It has beautiful form, too. The plant is usually somewhat more upright than the older varieties, and the flowers are larger. They are beautiful in your garden and charming in bouquets. Summer Gold is new in coloring, new in size, and new in plant form. You will want it!

Order now, and have a more beautiful garden than you have ever had before. Here are our prices:

1 for \$1.10	3 for \$3.10
2 for 2.10	4 for 4.10

## Bouquet-Type Blooms

Summer Gold blooms look "swell" in your garden or as cut flowers. Snip them off and put them in a vase; they'll be beautiful. You'll not miss them from your garden, for they are produced by hundreds. Picture shows the beautiful form and size, at left.



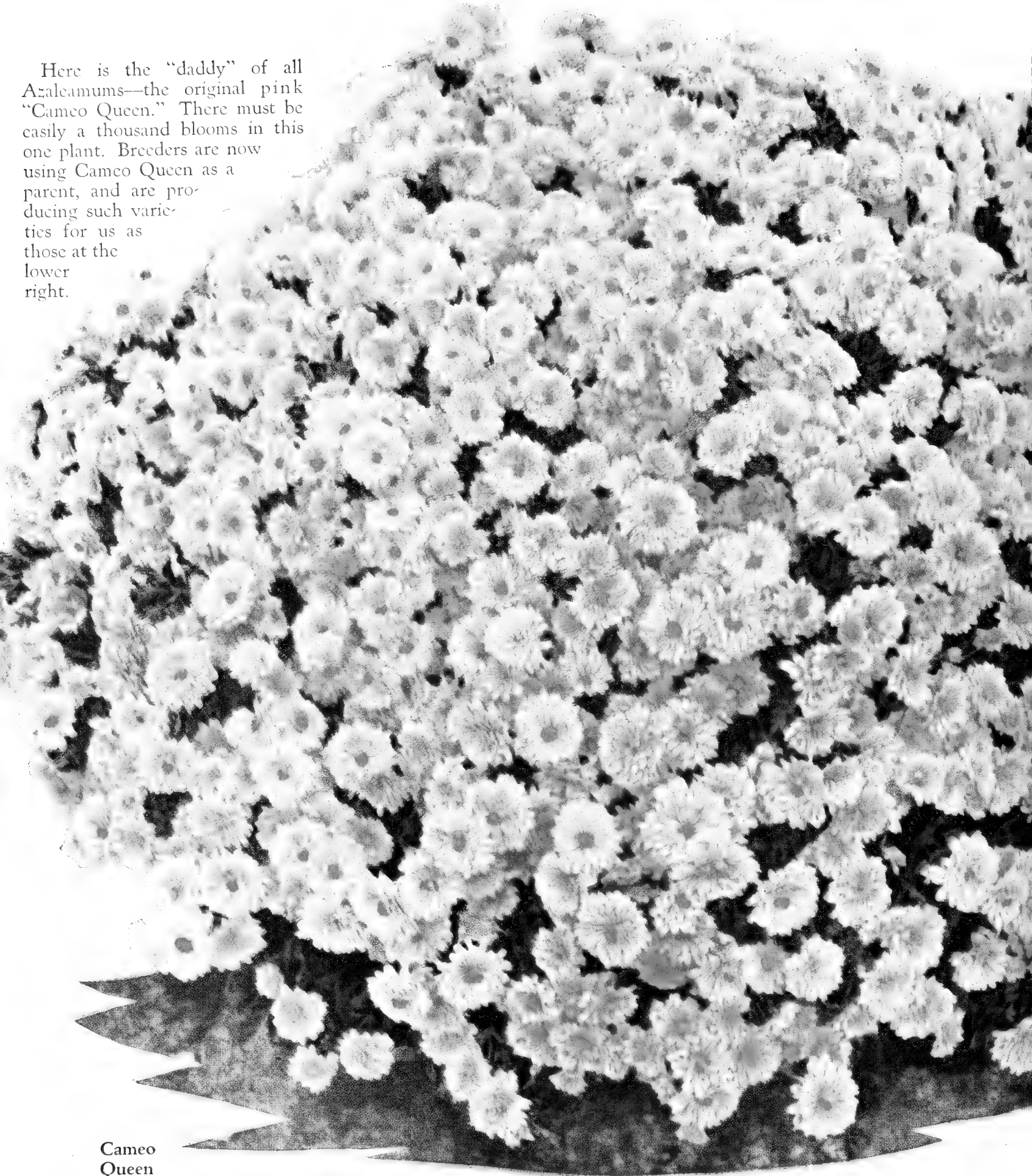
## PRICES

Strong, potted plants.

1 for \$1.10
2 for 2.10
4 for 4.10

**Early Blooming** Often, Azaleamums produce in abundance in August. By September they should be completely covered with blooms. They are a glorious sight at this stage, and will give you such beauty as no other flower can give.

Here is the "daddy" of all Azaleamums—the original pink "Cameo Queen." There must be easily a thousand blooms in this one plant. Breeders are now using Cameo Queen as a parent, and are producing such varieties for us as those at the lower right.



Cameo Queen

## Specials!

Here are some specially made bargain offers to save money for you.

### 4 Pretty Pairs

- Azaleamums are pretty in pairs.
- 2 Azaleamums, Bronze Beauty \$1.10
  - 2 Azaleamums, Magic White . 1.10
  - 2 Azaleamums, Golden Wonder 1.10
  - 2 Azaleamums, Santa Claus .. 1.10

Total Value .....\$4.40  
SPECIAL PRICE ..... 3.95

How would you like one of each of the six varieties shown and described on these two pages?

We will send you one of each Azaleamum described for the special price of \$2.95.

**All 6  
\$2.95**





# *Now!* TRADE MARK Azaleamum *at Bargain Prices*

Now, you Bargain Hunters, look! You can satisfy your bargain-hunting instincts and have the genuine Azaleamums, too, for we have greatly reduced the price on six of the varieties nearly a third from last year. You have a wide color range to choose from, including the red, white, and bronze.

And the Bargain becomes bigger and better when you remember that Azaleamums produce hundreds of flowers. Just figure what so many flowers would cost you if you bought them from your florist.

Here are the new prices for 1946

1 for \$0.60	3 for \$1.60	6 for \$3.10
2 for 1.10	4 for 2.10	12 for 6.00

## Six Varieties

Here are the six varieties that you get at the new bargain prices. These are the varieties that amazed the flower-loving world with the almost unbelievable quantities of blooms they produced. You'll have lots of fun growing flowers like these.

**Azaleamum, Cameo Queen.** Flowers open deep orchid-pink, then change to light orchid with creamy center, finally salmon-pink with soft yellow center. Has produced 3,000 flowers.

**Azaleamum, Bronze Beauty.** (Plant Patent No. 205.) Flowers appear first as warm, rich red-bronze which soon turns to a bronzy yellow with red-bronze center, later lighten to yellow.

**Azaleamum, Magic White.** (Plant Patent No. 204.) Blossoms first open a very delicate pink, and later turn white with faint yellow center. Hardy perennials—live through the winter, more blossoms second year.

**Azaleamum, Golden Wonder.** (Plant Patent No. 368.) Flowers are golden yellow as shown and are produced in great masses. Starts blooming in August, continues until frost.

**Summer-Mum, Dean Kay.** Blossoms of Dean Kay are about 2 inches across, and more uniform in color than the others. Long, sturdy stems; more upright than the others.

**Santa Claus.** Grows somewhat taller than the others and is **ONE OF THE MOST HARDY OF ALL.** It is exceedingly hardy and easy to grow. Notice the deep red blossoms with the yellow center, don't you want to add its vividness to your garden?

# New and Different

Three exceedingly important points of beauty as follows:

## 1st, It's an Azaleamum

Hundreds of blooms on a single plant, covering it like a magic blanket, like the plant on pages 18 and 19.

## 2nd, It Has Carnation-Type Flowers

A favorite is the Carnation, and now Azaleamum has produced a bloom with a striking similarity to one. Note notched petals.

## 3rd, Beautiful Rose Color

The picture shows the approximate color. The light tips on the petals give a beautiful lacy effect when seen at a short distance.



Plant Patent No. 660

TRADE MARK  
**Azaleamum**

*Carnation Rose*

Now we can show you the new Azaleamum Carnation Rose, with much more satisfaction than last spring, when we had no color picture. Note the beautiful form of the blooms and the beautiful grouping. The picture was made from a single spray plucked in its natural form, from a typical plant. There was no hand arranging. The blossoms are photographed in their natural order.

### HUNDREDS OF BLOOMS

And don't forget that it is an Azaleamum. See pages 18 and 19 to see how Azaleamum plants are literally covered with hundreds of blooms, in a beautifully shaped mound. Azaleamum Carnation Rose produces just as many blooms as the plant shown, but they are new in form. We are showing the blooms instead of the plant on account of this unusual form.

### HARDY—VIGOROUS

Like all other Azaleamums, the plants are hardy, and will live through ordinary winters out-of-doors. Usually 600 blooms or more to a plant, more the second year. Plant grows 2 to 3 feet across the first year. Blooms about 1½ inches across; slightly smaller than the picture above.

### BLOOMS EARLY

Like other Azaleamums, Carnation Rose starts blooming in July or August and continues until frost. Blooms first year.

### ORDER NOW—SUPPLY LIMITED

It is like Azaleamums in another important point, too, the supply is limited, and if you do not order at once, you may be disappointed, so order yours early and have something rare and beautiful this fall to show your neighbors and friends.

PRICES: \$1.10 each; 2 for \$2.10; 4 for \$4.10.

**R. M. Kellogg Co.,**

**Three Rivers, Mich.**



# Small, But How Dear to Us!



## Hardy Carnations

(*Dianthus Grenadin.*) Just like hothouse Carnations right in your garden. Grow 12 to 15 inches. Space 12 inches; moist rich non-acid soil (avoid peat moss). Choose colors: Red, Pink, White, Yellow.

1 for \$0.32	6 for \$1.42
4 for .98	12 for 2.74



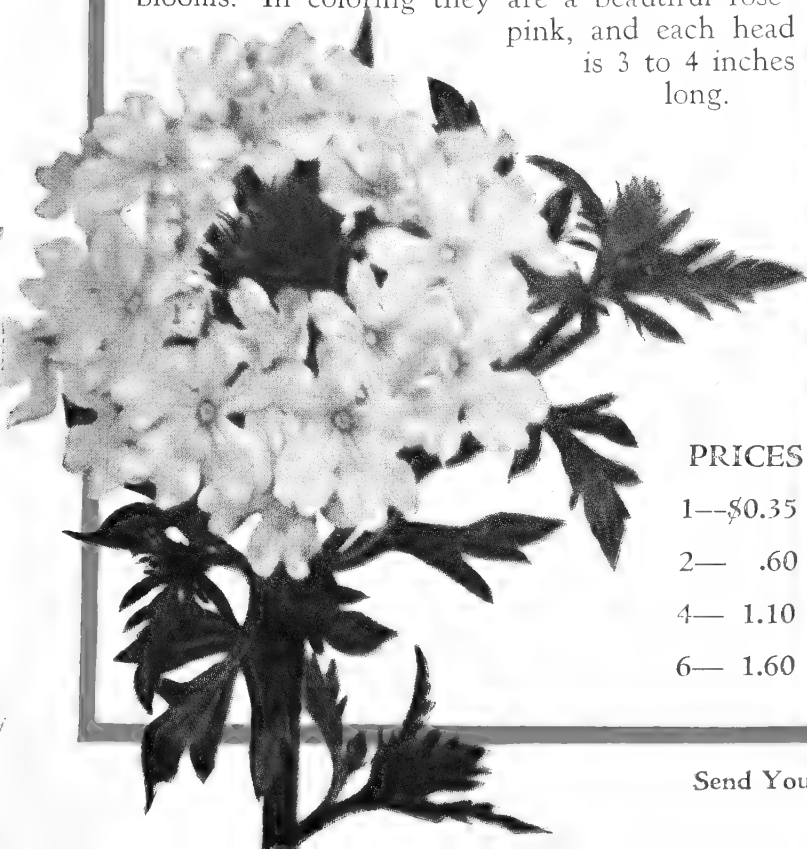
## Violas

There are some flowers that really pull at our heart-strings, they are so lovable; and Violas belong to that delightful group. These delightful **Hardy Pansies** bloom all summer; hence, a very valuable addition to your garden. They are beautiful in groups or low **everblooming** borders. Ultimate height 6 to 8 inches. Blooming season April to frost. Plant 6 to 8 inches apart. Thrive in sun or shade. Will stand moisture if drainage is good. These come in four colors: Apricot, Blue, Yellow, RED. PRICES: 40c each; 2 for 70c; 4 for \$1.30; 8 for \$2.50.

## Hardy Verbena

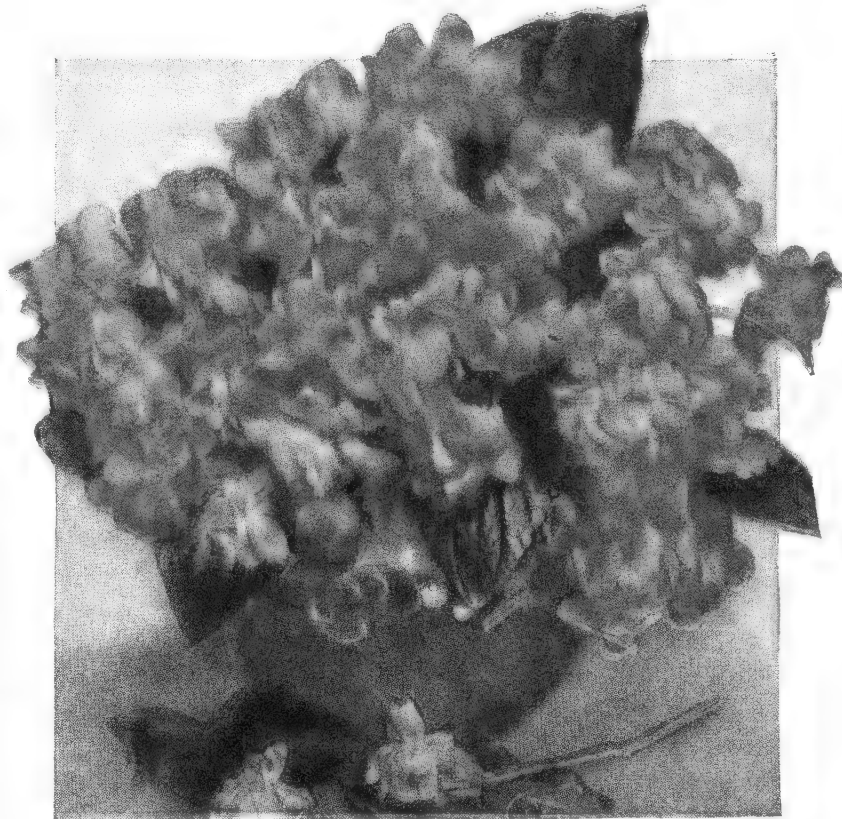
Here is a flower of great usefulness and great beauty. If you have an unsightly piece of ground that you want to cover, Hardy Verbena is the answer. It has a creeping habit, with beautiful foliage as well as beautiful flowers. Foliage is dark olive-green in color. You will like them we know.

Below is shown a picture of Hardy Verbena blooms. In coloring they are a beautiful rose-pink, and each head is 3 to 4 inches long.



### PRICES

1—	\$0.35
2—	.60
4—	1.10
6—	1.60



## Double Russian Violets

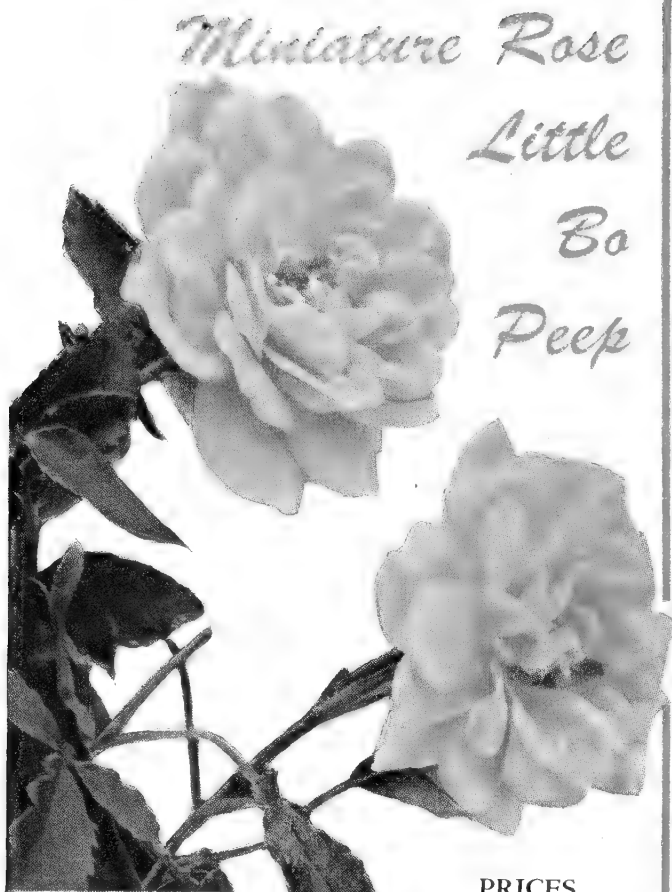
Simply pick a small bouquet of Double Russian Violets, put them in a vase, and wait. It won't be long until everyone in the room is exclaiming in delight at the wonderful aroma, for there is no flower more richly fragrant than Double Russian Violets. Sorry, but pictures can't show their fragrance and words can't describe it. Why not grow your own?

*How to  
Perfume  
a Whole  
Room!*

Color as shown; all flowers double; early spring-blooming, and sometimes in fall; long stems, 6 to 8 inches. Fine for shade. Space 8 inches. 1 for 60c; 2 for \$1.10; 3 for \$1.60; 4 for \$2.10.

Send Your Orders to R. M. Kellogg Company, Three Rivers, Mich.

[25]



Oh! but it's pretty! You will love it too, when you see it. This tiny darling is so beautiful and fragrant! Color, delicate and delightful, smooth pink. Very hardy, exceedingly persistent bloomer June to frost. Height 6 to 8 in. Likes rich, well-drained soil, with sun. Ordinary moisture requirements. Spray for best results. Plant 10 inches apart. Prices above.



*Primroses*

PRICES			
1 for	\$0.40	3 for	\$1.00
2 for	.70	6 for	1.90

The flower that everybody loves. Primroses are really lovable in their beauty and everybody should have them. They come in a variety of colors, all hardy, field-grown plants. Safe delivery guaranteed. Order now and avoid disappointment.

# Descriptions of Roses

## Red

- (1) **Etoile de Hollande.** Magnificent red; magnificent size and form! Perfect when half open, too. Very fragrant and very free-blooming. Prices below.
- Christopher Stone.** Large semi-double; vivid scarlet overlaid with velvety crimson. Beware, Christopher Stone will steal your honors. Prices below.

## Yellow

- (2) **McGredy's Yellow.** Soft, pure, adorable! Very artistic and gracefully shaped, strong grower, abundant bloomer. Prices below.
- Mrs. Pierre S. Dupont.** All summer this delightful Rose gives you glorious yellow beauty. Good for cutting. Does not fade. Prices below.

## White

- (3) **McGredy's Ivory.** Beauty at its best; soft, delicate, creamy white merging into yellow at the base. Exquisite shape, yet large. Moderate fragrance. Vigorous, healthy, prolific. Prices below.
- K. A. Victoria.** The long, ivory-white buds are particularly charming. Far-famed for its beautifully perfect form. You're always sure to be pleased if you order K. A. Victoria. Prices below.

## Two-Tone

- (4) **Pres. Herbert Hoover.** The picture shows the rare combination of pink, scarlet, and yellow. It is really richer than any picture can show. Prices below.
- Condesa de Sastago.** Coppery red inside. Rich yellow outside. That coppery red is hard to find. Better take it when you can get it. Prices below.

## Pink

- (5) **Pink Dawn.** An adorable pink! Shades to orange at base. Fragrant. Beautiful bud-like shape when half open. Prices below.
- Editor McFarland.** Deep pink. And what Rose is better known? Only a few, folks. Better order early. Prices below.

## PRICES

All Roses above—strong, healthy, first-grade, two-year-old plants, budded on strong multiflora roots.

1 for	\$2.00	4 for	\$ 7.70
2 for	3.90	6 for	11.50

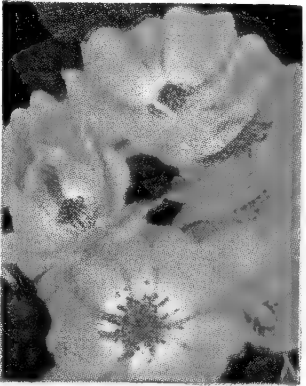
# 5 Roses by Color

Really the same plants you would get if you bought by variety, but you order by color only. Please do not ask for any special varieties. Colors: Red, Yellow, Pink, White, or Two-Tone.

**\$7.10**

These are the first grade, two-year-old plants that would cost \$2.00 each if ordered by variety.

PRICES: 1 for \$1.50; 2 for \$2.90; 3 for \$4.30; 4 for \$5.70; 5 for \$7.10; 10 for \$14.10.



# Polyanthas

(Baby Roses.) Produce a blaze of color: often 100 to 200 blossoms per plant. Keep blossoms clipped off before the petals fall, and they will continue to bloom all summer. Plant 12 to 15 inches apart in rich soil; water; full sun. Furnished by color—red, pink, white, or orange. PRICES: 1 for \$1.25; 2 for \$2.40; 3 for \$3.55; 4 for \$4.70; 6 for \$7.00; 12 for \$13.90.



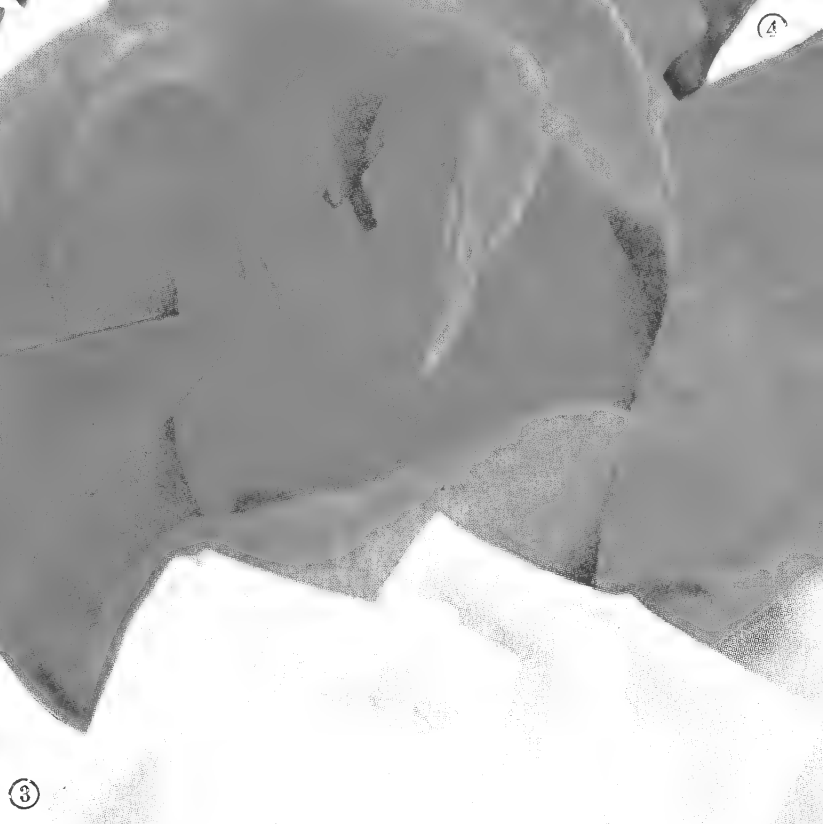
# Roses Five

*With  
Beauty*

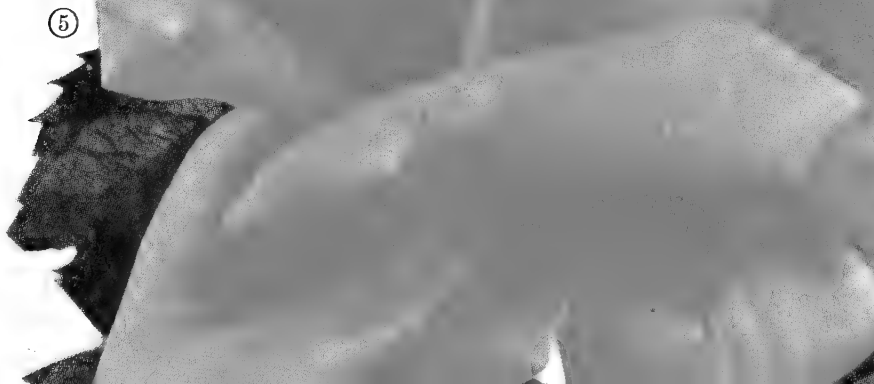
*Alive*

This is Kellogg's biggest Rose bargain for 1946. Order one each of the five Roses shown here, and we will allow you the special price of only \$9.45 for the five. Read the description of these beautiful Roses at the left. Better order early while we have a stock of all five varieties. They are scarce.

**Special**  
5 for  
**\$9.45**



⑤

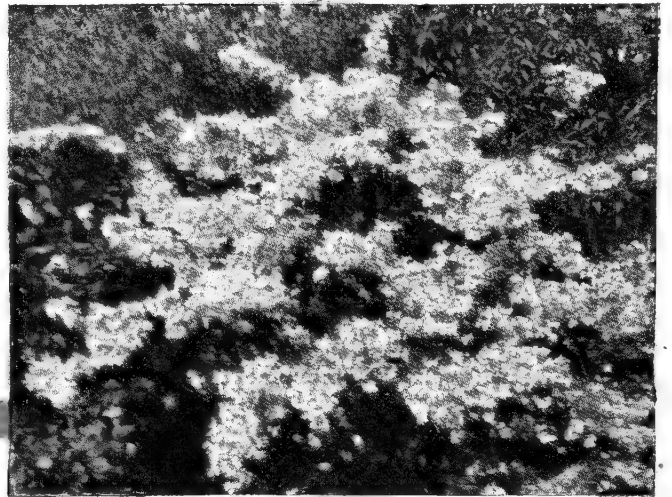




# Order Your Shrubbery

We are now following a new practice regarding shipment of shrubbery. We have made tests with early shipment and find that shrubbery can stay in the package for weeks before being planted. The plan was first put into effect last year and proved so satisfactory that we are continuing it. Accordingly your shrubbery will be shipped early, and you will leave it in (continued at right)

January and February are the months to order shrubs. Don't take a chance. Be sure of getting what you want. **ORDER EARLY.**



## Other Shrubs - HARDY (Not Pictured)

**BURNING BUSH** (*Euonymus europaeus*). Grows 15 to 20 ft. Space 5 to 6 ft. Ord. soil; ord. moisture; sun or part shade.

**DEUTZIA, LEMOINE.** Many single flowers on 4 to 5 ft. bushes. Plant 3 to 4 ft. apart; ord. soil; ord. moisture; sun. June.

**DEUTZIA, PRIDE OF ROCHESTER** (*Deutzia scabra*). White double flowers tinged with rose, June. 6 to 8 ft. high. Space 5 ft. in ord. soil; ord. moisture; sun.

**FLOWERING QUINCE** (*Chaenomeles lagenaria*—*Cydonia japonica*). Scarlet blooms early spring before leaves. 6 to 8 ft. Space 4 ft.; ord. soil and moisture; sun or part shade.

**GOLDEN BELL** (*Forsythia spectabilis*). Yellow blooms, early spring; pretty foliage. 8 to 10 ft. Space 5 to 6 ft.; ord. soil; ord. moisture; sun or part shade.

**GOLDEN ELDER** (*Sambucus nigra aurea*). Golden foliage; white flowers; purple fruit. 8 to 10 ft. Space 5 to 7 ft.; ord. soil and moisture; sun or shade.

**PINK TARTARIAN HONEYSUCKLE** (*Lonicera tatarica rosea grandiflora*). 8 to 10 ft. Pink blooms. Red fall berries. Sp. 5 ft.; ord. soil and moisture; sun or part shade.

**HYDRANGEA, P. G.** Pinkish, white blooms. 5 to 7 ft. high. Prune severely each spring. Space 3 to 4 ft. Rich soil; water very freely; sun.

**MOCK ORANGE** (*Philadelphus, Virginiana*). **EVERBLOOMING.** Grows 8 to 10 ft. Clusters of fragrant double flowers in June. Plant 5 ft. apart; ord. soil; ord. moisture; sun or shade.

**RUSSIAN OLIVE** (*Elacagnus angustifolia*). Beautiful silvery foliage. Grows 15 to 20 ft. high. Space 6 to 7 ft. Ord. soil; ord. moisture; sun or part shade.

**OLD-FASHIONED SNOWBALL** (*Viburnum opulus sterile*). Large globular flower clusters. May-June. 10 to 12 ft. Plant 5 ft. apart; good soil; ord. moisture; sun or shade.

**RED IMPROVED SNOWBERRY** (*Symphoricarpos chenaultii*). Pink and white flowers in June, then loads of large coral-red berries. 5 to 6 ft. high. Space 4 to 5 ft.; ord. soil; ord. moisture; sun or shade.

**WHITE SNOWBERRY** (*Symphoricarpos racemosus*). Pink blossoms then clusters of white berries until winter. Fine in shade. Grows 5 to 6 ft. high. Space 4 to 5 ft.; ord. soil; ord. moisture; sun or shade.

**SWEET SHRUB** (*Calycanthus floridus*). Shiny green leaves; brown flowers, May-June. Grows 6 to 8 ft. Space 4 to 5 ft. in ord. soil; ord. moisture; sun or shade.

**GOLDEN SYRINGA** (*Philadelphus aureus*). 4 to 5 ft. high; yellow foliage; fragrant, white blooms. Space 2½ to 3 ft.; ord. soil; ord. moisture; full sun.

**RED WEIGELAS** (*Weigela, Eva Rathke*). Graceful drooping branches. June until fall. Crimson flower sprays. Grows 5 ft.; good soil; ord. moisture; sun or part shade.

**WEIGELA ROSEA** (*Diervilla*). Blossoms bright pink; great abundance. June. Rapid grower. 8 to 10 ft. high. Plant 5 ft. apart; ordinary soil; ordinary moisture; sun or part shade.

**PRICES:** All shrubs above and to the left. 1 for \$0.75; 2 for \$1.40; 3 for \$2.05; 4 for \$2.70.

### Beauty Bush

(*Kolkwitzia amabilis*.) Famed for its beauty. Great masses of delicate pink, fragrant flowers, gracefully drooping. Blooms in May and June. Grows 5 to 8 feet. Plant 4 to 5 feet apart in ordinary soil; ordinary moisture; sun or part shade.

**PRICES:** 1½ to 2-foot plants, 85c each; 2 for \$1.60; 4 for \$3.10.

### Especially Fine

**CHRISTMAS BERRY** (*Photinia villosa*). Grows 8 to 12 ft high. Shiny green foliage; turns yellow in fall. Flowers white. Blooms in June. Brilliant red berries cut in early winter for bouquets. Plant 4 to 5 feet apart in ordinary soil; water freely; sun or shade. **PRICES:** 1 for \$1.00; 2 for \$1.90; 4 for \$3.70; 6 for \$5.50.

**WHITE DOGWOOD** (*Cornus florida*). Beautiful white flowers, April-May before leaves. Grows 20 feet. Summer foliage, deep green; bronzy-red in fall. Space 10 to 12 feet in good soil; ordinary moisture; sun or shade. **PRICES:** 3 yr., 2- to 3-ft. plants, 1 for \$1.00; 2 for \$1.90; 4 for \$3.70; 6 for \$5.50.

**FLOWERING ALMOND** (*Prunus glandulosa sinensis*). Double pink blooms. May. Grows 4 to 5 feet high. Hardy. Plant 4 to 5 feet apart in ordinary soil; ordinary moisture; sun or part shade. **PRICES:** 1½- to 2-ft. plants, 1 for 85c; 2 for \$1.60; 3 for \$2.35; 4 for \$3.10.

## Climbing Vines

### HALL'S CLIMBING HONEYSUCKLE

(*Lonicera japonica Halliana*). Strong growing; nearly evergreen. Highly fragrant white flowers which turn to yellow. Blooms June-Sept. Plant 8 to 10 ft. apart; ord. soil; ord. moisture; shade or sun. **PRICES:** 1 for 65c; 2 for \$1.20; 4 for \$2.30.

### AMERICAN BITTERSWEET

(*Celastrus scandens*). Orange-crimson fruit in winter, orange-red flowers in summer. Space 8 to 10 ft. Ord. soil; ord. moisture; sun or shade. 10 to 15 ft. high. Plant two or more to insure fruit. **PRICES:** 55c each; 2 for \$1.00; 4 for \$1.95.

### AMERICAN IVY

**VIRGINIA CREEPER** (*Ampelopsis quinquefolia*). Clings to walls or any support. Dense green foliage turns bronzy red in autumn. Very hardy; very beautiful. Plant 8 to 10 ft. apart in ordinary soil; ordinary moisture; shade or sun. **PRICES:** 1 for 65c; 2 for \$1.20.



# Early -- Shipment in March

March						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

the package until time to plant.

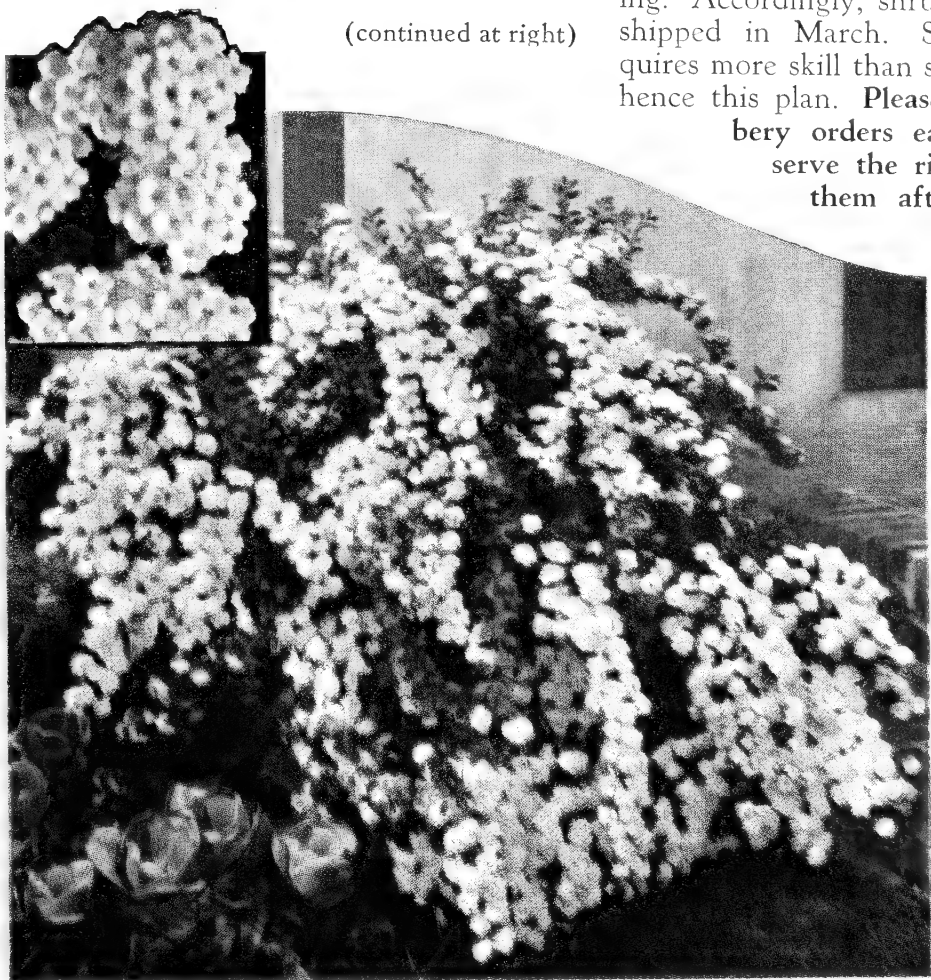
The reason for following this plan is that we do not have enough skilled help for both outside and inside work during our shipping season.

(continued at right)

After about April 1st our skilled year-around men must go outside, and will not be available for packing. Accordingly, shrubbery will be shipped in March. Shrubby requires more skill than smaller orders, hence this plan. Please send shrubbery orders early. We reserve the right to refuse them after April 1st.

## Advantages of Early Shipment

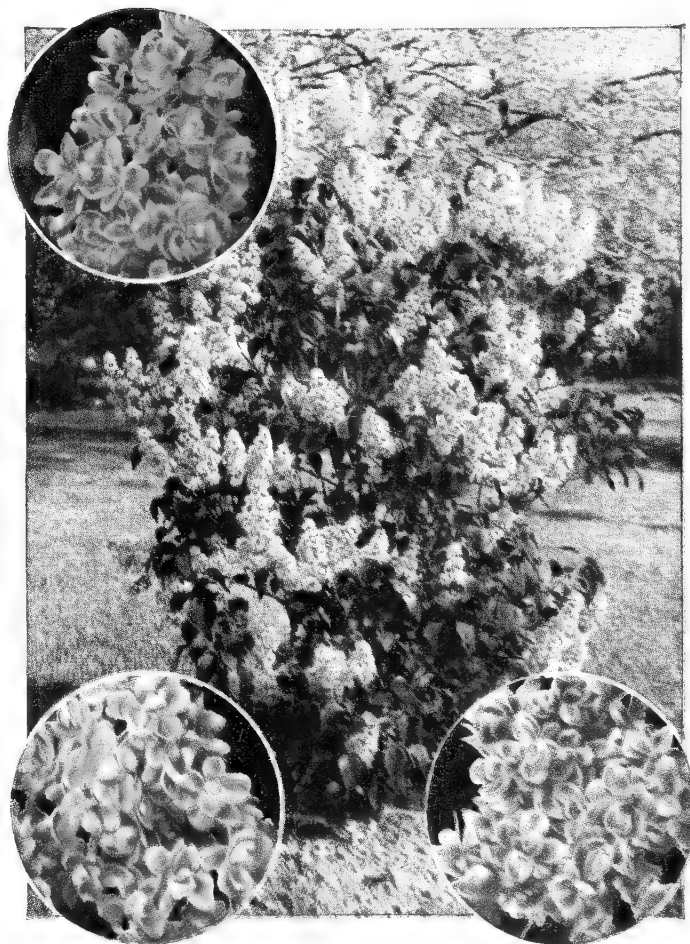
1. You will have the shrubbery on hand ready to plant at the earliest planting time—better results.
2. Your order will be packed by our skilled help.



### Spireas

**SPIREA VAN HOUTTEI** (*Bridal Wreath*). Masses of white blooms in May. Beautiful drooping effect. Grows 8 feet high. Plant 5 feet apart in ordinary soil; ordinary moisture; sun or part shade. **PRICES:** Size 1½ to 2 ft., 3-yr. plants, 50c each; 3 for \$1.30; 6 for \$2.50. Size 2 to 3 ft., 55c each; 3 for \$1.45; 6 for \$2.80.

**SPIREA BILLIARDI** (*Pink Spirea*). Grows 5 to 6 ft. Pink flowers in spikes. July-August. Plant 4 to 5 feet apart in ordinary soil; ordinary moisture; sun or part shade. **PRICES:** 2 to 3 ft. plants, 60c each; 2 for \$1.10; 3 for \$1.60; 4 for \$2.10; 6 for \$3.10.



### French Lilacs

(*Syringa vulgaris* Hybrids.) Beautiful flowers; beautiful foliage; wonderful fragrance; fine in group plantings or hedges. Grow 8 to 10 ft. high. Plant 5 ft. apart; ordinary soil; ordinary moisture; sun. Red, Pink, White or Blue.

**PRICES:** 18 to 24 in., 3 yr.  
1 for \$0.85      3 for \$2.35  
2 for 1.60      4 for 3.10



### Brilliant Fireberry

*Aronia arbutifolia*  
brilliantissima

Leaves are dark green on top, with silvery green undersides flashing magically in the breeze. Brilliant, fiery red berries in fall and winter. Fine for winter bouquets. Erect, upright, beautiful in shape; 6 to 8 ft. Space 5 ft.; ordinary soil; water freely; sun or part shade.

**PRICES:** 18 to 24-inch plants, 1 for \$1.00; 2 for \$1.90; 4 for \$3.70.

# Beautiful in More Ways Than One



## Garland Flower

(*Daphne Cneorum*.) Delightful! Not only for beauty, but also for amazing fragrance. Leaves stay green all winter, and in May the plant is just one big, gorgeous mass of pink loveliness. Also

blooms at intervals throughout the summer until fall. Plant 2½ to 3 feet apart; ordinary well-drained soil; sun.

PRICES: \$1.25 each; 2 for \$2.40, 8- to 10-inch plants.



## Azalea

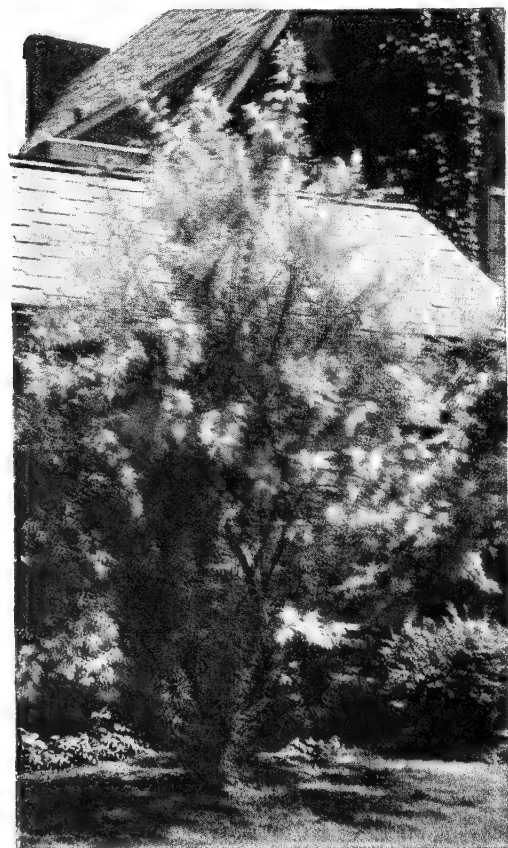
(*Azalea Mollis*.) Hardy in the north. Will add unusualness to your garden. Low-growing, beautifully shaped, fine foliage. Burnt orange, yellow, pink, red, or salmon-colored flowers in May and June. Hybrids—can't allow color choice.

PRICES: 1 for \$1.30; 2 for \$2.50.

## Winter Daphne

(*Daphne Mezereum*.) This shrub blooms with the earliest. Often indeed, in February, and in most northern states can be expected to flower in March. Blooms form clusters of pink along the stem.

PRICES: 1 for \$1.00; 2 for \$1.90; 4 for \$3.70, 4-year plants.



## Tamarix, Summer Glow

(*Tamarix hispida aestivalis rubra*.) A beautiful variety. Blooms in late summer with tiny wine-red flowers lining graceful gray-green stems. At a distance, looks like a rose and green mist. Both foliage and flowers excellent for cutting. Ordinary soil, moisture; sun or part shade.

PRICES: 1 for \$1.00; 2 for \$1.90.

## Description of Buddleias Pictured at Right

THIS year Kellogg's again offer you the very finest collection of Buddleias available to the American public. Here they are. Don't you think they are beautiful?

**BUDDLEIA, ROYAL PURPLE.** (Propagation Rights Reserved.) (1) One of the newest and most beautiful of Buddleias. The color is a rich, glowing purple; the flowers really seem to be lighted from within. Bush completely covered with long beautiful spikes. Blooms from August until frost. Grows 4 to 5 feet high. **PRICES:** 1 for \$0.85; 2 for \$1.60; 3 for \$2.30.

**BUDDLEIA, PINK CHARMING.** (2) Beautiful 12 to 13-inch spikes of beautiful pink flowers. Hardy throughout the United States. Your friends will admire and envy its beauty. Pick off flower spikes in July for best blooms in August and September. Plant 4 feet apart in sun. Mulch in winter. **PRICES:** 1 for \$0.85; 2 for \$1.60; 3 for \$2.35.



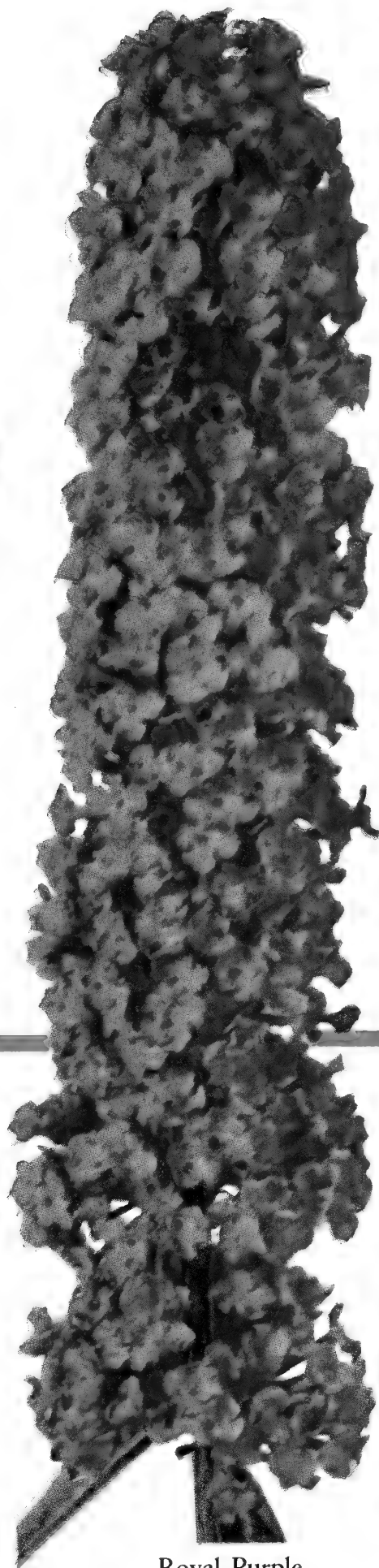
# Butterfly Bush or Summer

*Lilacs*

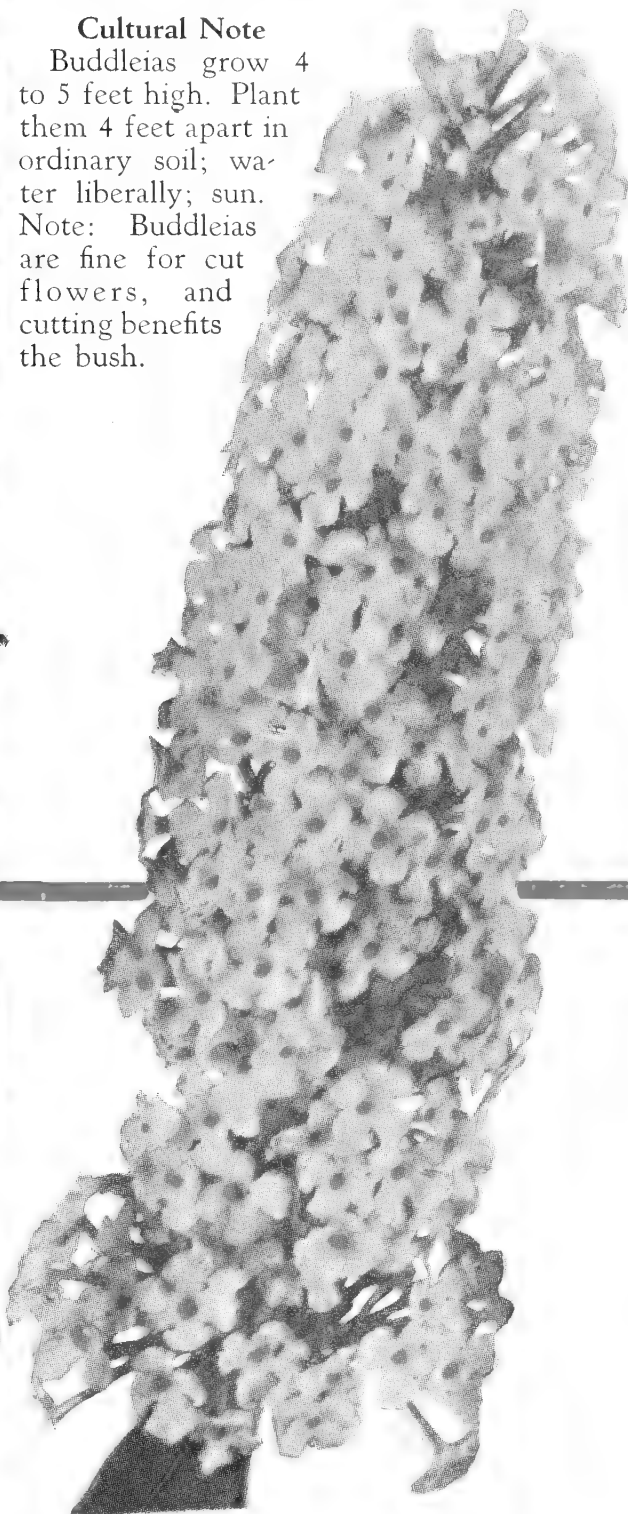
**W**E ALL love the beauty of the Buddleia or Butterfly Bush. Not only is it beautiful in itself, but its delightful fragrance and rich coloring attract bevyies of the most beautiful of all insects—butterflies. We offer Buddleias to you as what we believe to be the most beautiful of all shrubs. These are the true Aristocrats of shrubbery, and our estimate is borne out by the enthusiasm with which they are welcomed by our customers. Rule for early shipping does not apply to Buddleias—potted plants.

## Cultural Note

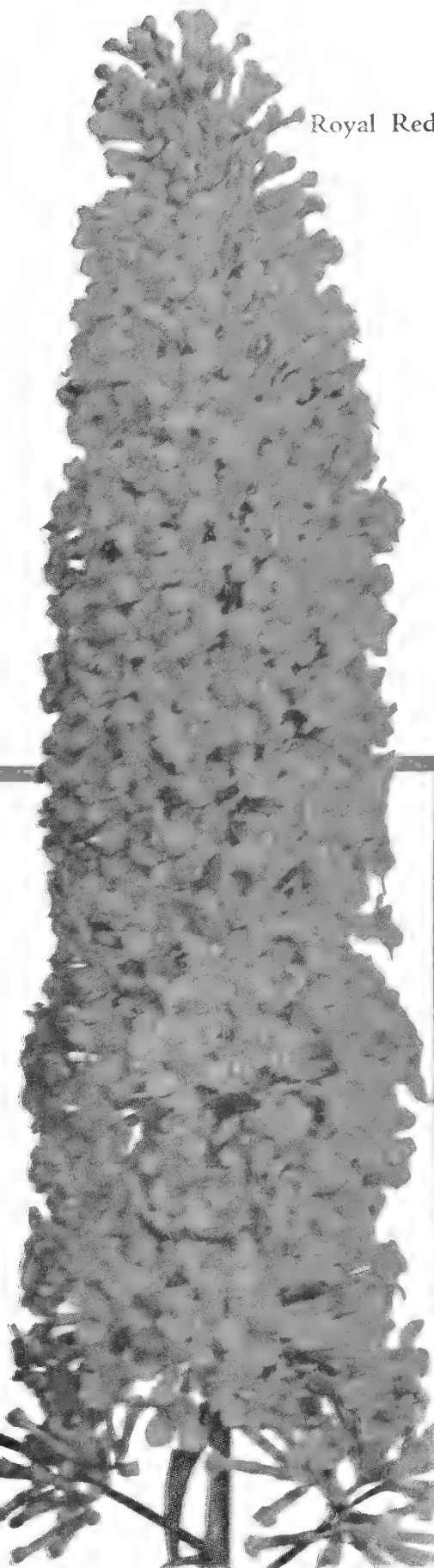
Buddleias grow 4 to 5 feet high. Plant them 4 feet apart in ordinary soil; water liberally; sun. Note: Buddleias are fine for cut flowers, and cutting benefits the bush.



Royal Purple



Pink Charming



Royal Red

**BUDDLEIA, ROYAL RED.** (3.) We might have named this amazing Buddleia "Ruby", for in the sun it actually glows with a dark ruby shade just like the sparkling Oriental gems. In the shade, it is a deep mysterious wine color. Spikes are well-formed and full to the end. Vigorous and healthy; hardy; but tops die down during Northern winters and revive in spring. **PRICES:** 1 for \$1.05; 2 for \$2.00; 3 for \$2.95.

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## Rose Unique

I know not how such things can be,  
I only know there came to me  
A fragrance such as never clings  
To aught save happy living things.

—Edna St. Vincent Millay.

*From Renascence, copy-  
right 1917 by Edna St.  
Vincent Millay, published  
by Harper and Brothers.*

## Piquant Aroma

A LOVELY bouquet of Rose Unique will fill an entire room with its tantalizing fragrance. It is spicy and pleasantly exciting, like something sweet from another world. Further its flowers and foliage have wonderful beauty of coloring and form. Put the two together—beauty and fragrance—and they add up to one of the most delightful flowers of all.



# Everblooming Carnations

Kellogg's Dazzler, the new improved hardy everblooming Carnation is the heaviest blooming, most gorgeous, and largest flowering Carnation ever introduced. 15 to 20-inch blooming stalks, which support flowers in great profusion.

## Delightful Scent

Color and spice and everything nice, that is what Kellogg's Dazzler is made of. In addition to its sensational scarlet color, Dazzler has the delicious fragrance of cloves. In fact, you can enjoy Dazzler in the dark of night as well as by day, its aroma is so enticing.

Each Dazzler plant produces 20 to 30 strong, 15 to 20-inch blooming stalks, each loaded with flowers. Six to eight weeks after planting, 40 to 50 bright crimson flowers will open at once.

### PRICES

- 1 for \$0.50
- 2 for .90
- 3 for 1.30
- 4 for 1.70
- 6 for 2.50
- 12 for 4.90

Dianthus Rose Unique grows about 15 to 18 inches high. Blossoms are similar in size and shape to Dazzler. Everblooming; early summer until late fall. Produces many blossoms. Plant 15 to 18 inches apart in any sweet, well-drained soil; ordinary moisture; sun.

### PRICES

- 1 for \$0.50
- 2 for .90
- 3 for 1.30
- 4 for 1.70
- 6 for 2.50
- 12 for 4.90

### Cultural Note

Plant Dazzler and Rose Unique 15 to 18 inches apart; in well-drained soil; ordinary moisture and sun. Mulch after ground is frozen. Avoid peat moss.

We supply pot-grown plants with ball of earth on roots.

### HARDY!

Dazzler Carnation has stood temperatures 15 degrees below zero, and with ordinary winter protection will stand even more.

# DAZZLER

### BRILLIANT COLOR!

Rich in color, large in size, Dazzler is truly a beautiful Carnation. Blooms are a glorious crimson contrasting with the dark, olive-green foliage. They will add a note of brilliant color to your garden from mid-June to late October. There is no waiting for Dazzler to bloom. It starts 6 to 8 weeks after planting. Plants are nearly as large as a bushel basket the second year. An outstanding leader in popularity, Kellogg's Dazzler Carnation will make your garden the envy of the neighborhood.

# New

This flower will arouse the envy of your friends when they see its rare and enchanting beauty in your garden. They will ask what it is, and where you got it. It is really new.

# Hardy

We have had Carnations before, but mostly hothouse types. This one is hardy; will stand severe freezing; will live outside through hard, cold winters, and continue for years, without replanting. Don't you want it in your garden?

# Ever-Blooming

American Beauty truly is ever-blooming—not intermittent; it produces loads of blooms continuously from about 8 weeks after planting until frost. The scores of blooms and their amazing beauty, brilliance, and fragrance, make it a bargain.

**CULTURAL NOTE:** Plant your American Beauty 15 to 18 in. apart; any sweet, well-drained soil; ordinary moisture; sun.



## New! American Beauty Carnation

Here we sing a song of beauty, and of enticing, spicy fragrance. Here is a flower you will love to look at, and one you will love to smell. We have thought of calling other flowers "American Beauty" but did not because such a grand old name should be reserved for something that really merits it—and this flower surely does. You have ordered other Hardy Carnations by thousands, and so we know you will welcome this new one.

Color: Approximately as shown; but remember, pictures can never portray color faithfully. You will have to see American

Beauty in bloom to get the whole glorious tale—beauty, fragrance, and color.

Flowers are large, 2 to 2½ inches across, and are excellent for cutting; and late blooms will be improved both in quantity and quality if early blooms are cut. Foliage healthy; strong; vigorous. Grows 15 to 18 inches tall with 30 to 50 beautiful blooms at a time. Plant gets as large as a bushel basket or larger.

**CULTURAL NOTE:** Plant American Beauty 15 to 18 inches apart; any sweet, well-drained soil; ordinary moisture; sun.

*Prices*

Strong, pot-grown plants; ball of earth on roots.

1 for	\$0.70
2 for	1.30
3 for	1.90

Hurry your order; supply is limited.



# Order Blank

### THREE RIVERS, MICH.

*Please Write Plainly*

Ship  
(Name) \_\_\_\_\_

Address\_\_\_\_\_

Town \_\_\_\_\_ Local Zone \_\_\_\_\_  
If Any \_\_\_\_\_ State \_\_\_\_\_

See Instructions for Space Below on Back of Order Blank

Express  
Office \_\_\_\_\_ Distance \_\_\_\_\_ Miles

C. \_\_\_\_\_

St. \_\_\_\_\_

Ck. \_\_\_\_\_

M.O. \_\_\_\_\_

C.C. \_\_\_\_\_

Ref. \_\_\_\_\_

Ret. \_\_\_\_\_

[illegible]

If necessary, continue order on other side





THIS LETTER IS FROM

Name.....

Address.....

Town.....

State.....

Do Not Mail Currency in this letter without Registering

PUT  
STAMP  
HERE

R. M. KELLOGG CO.

Berry and Flower Garden Designers

THREE RIVERS,

MICH.

## **JUST A MOMENT, PLEASE!**

- ◆ Have You Given your full name and address on your order?
- ◆ Have you written plainly?
- ◆ Do not mail currency in this letter without registering.





# Order Your Shrubbery Early

On page 28 of this book we have emphasized that shrubbery will be shipped in March. This is very important on account of the labor shortage.

By shipping shrubbery in March, we can utilize our experienced year-round men to pack them, but about April 1st many of these men must go outside to work in the nursery. You gain (1) by having your stock on hand for earliest possible planting, (2) by having it packed by skilled workmen.

Please co-operate by sending your order early; you will help us, and we can give you better service in return.

## Victory Service

At last, the war is over, but remember that it was still on full blast during our growing season, accordingly our supplies of plants are still none too large. We, therefore, believe we should still book orders on the basis of the following stipulations:

**Plants are reserved from estimated supplies.** We try to make estimates conservative, but unusual conditions may cause shortages. It is now difficult to protect customers by purchasing from other approved Nurseries, so should estimates fail, or should other conditions beyond our control prevent us from filling your order, we reserve the right to return your money and cancel your order.

**Size Limit for orders.** We reserve the right at any time to limit the size of orders without notice.

**Proper shipping time** shall embrace a period of about 30 days, and is determined by a forecast service to which we subscribe, and which we find to be about 75% accurate.

**We cannot agree to ship**

exactly on a certain date, or so that plants will arrive at a certain time. We can not notify before shipment, or give orders other similar special handling. Sorry!

**We cannot agree to delay shipments beyond May 25th.**

**Because of difference in climate we cannot ship orders in exact rotation** as received. However, orders booked early are given preference within their proper shipping time, or within your specified date range.

**Quick service:** Before April 1st, for items that we can supply then, we can ship promptly; but from April 1st to about May 20th, we can not do it with fairness, because of the many orders booked early in the season for shipment during that period. Please try to order at least two weeks ahead of expected shipping date.

**R. M. Kellogg Co.**  
**Three Rivers, Mich.**

**Please do not try to guess the weather.** It simply cannot be done. Do not specify any shipping date unless for some special reason other than weather. In such cases, we will ship as near as possible to your specified date, but can make no guarantees as we are still controlled by the weather and labor conditions here.

## How To Order

**Send money by safe means.** Unregistered currency sent at your risk. Add 5c exchange on personal checks.

**No C. O. D. or Open Accounts.** Send cash with order.

**Shipping Charges.** Express shipments: you pay on delivery; parcel post: pay us after shipment is complete.

**IMPORTANT.** Our guaranty applies only in states whose inspection laws allow plants to go direct from us to customer. We can guarantee our own packing only, hence for states that stop plants for inspection, we agree only to deliver plants in good growing condition to Post Office or Transportation company, and thereupon our responsibility ceases. Specifically these states are: Washington, Oregon, California, Arizona, District of Columbia, Utah, Wyoming, and Minnesota.

If there is no express office in your town, give name of nearest office and distance from you, on order blank. If distance is too great, we will ship parcel post.

If a federal sales tax law should be passed, please add the tax to your remittance.

### GUARANTY

We guarantee stock to be just as represented or orders refilled free; we further warrant all stock to be carefully packed and shipped in good growing condition, and if this stock is properly and carefully planted, watered, and cared for, it will grow and give satisfactory results.

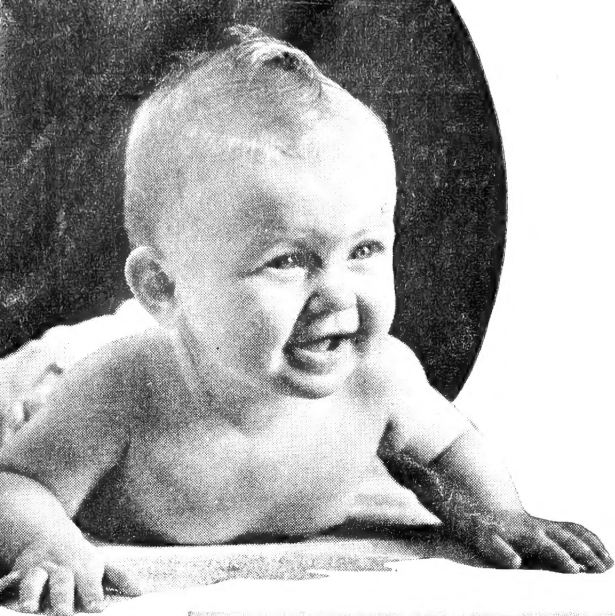
We cannot guarantee continuous growth since this depends upon the care you give the plants and also upon your local conditions. However, where failure of plants to grow is due to arrival in poor condition, we will replace the unsatisfactory plants without charge providing reports are received prior to June 10th.

No refills will be made for failure of plants after June 10th unless a preliminary report is received prior to that date.

It is mutually agreed that in any event we will not be liable for more than the purchase price of the stock. In case of inability to fill an order, return of the customer's money shall release us from any further liability whatsoever.

Send Your Orders to R. M. Kellogg Company, Three Rivers, Michigan

[35]

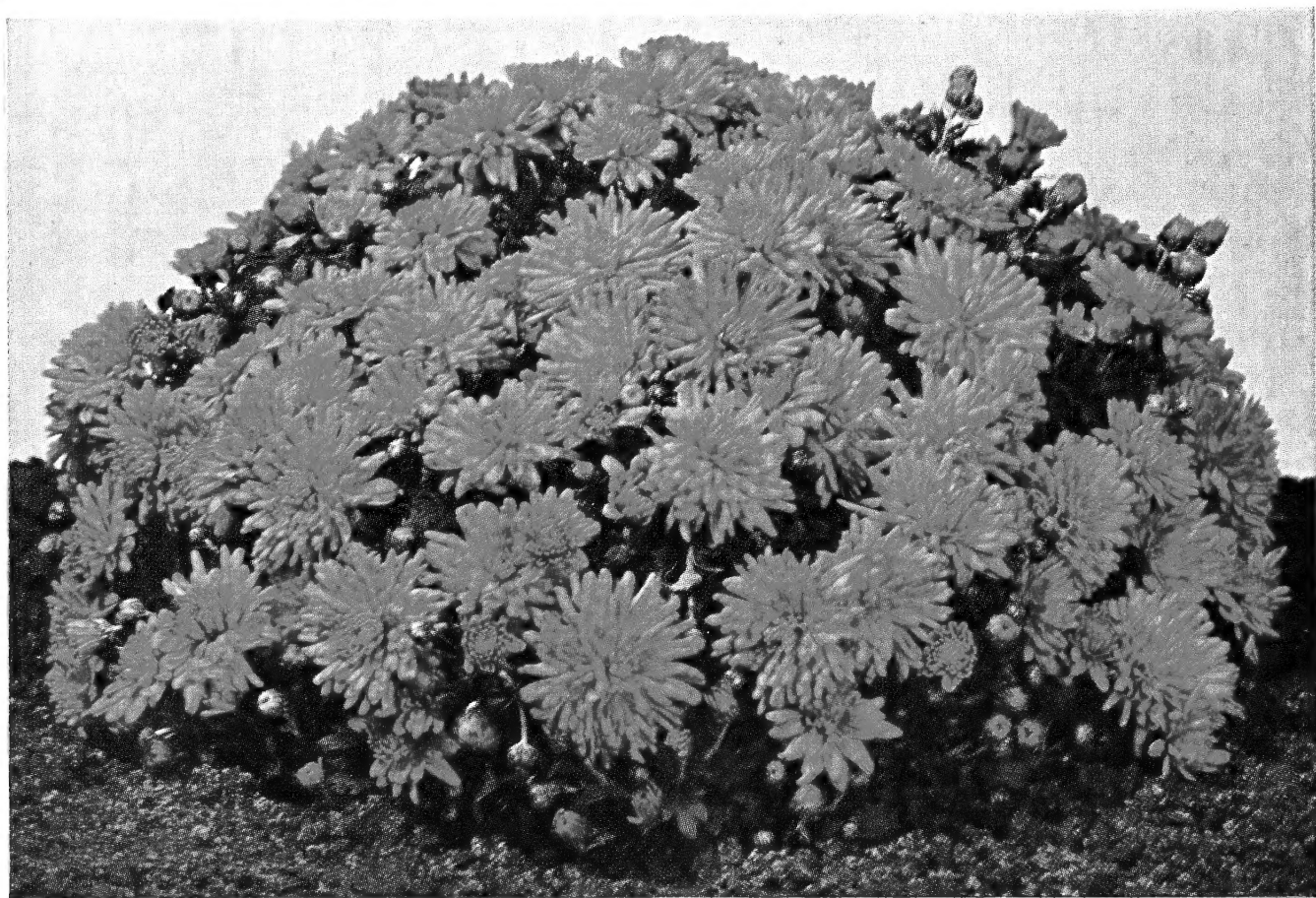


# Look! a Baby

Trade-Mark

# Azaleamum!

Folks, here's the prettiest, cunningest flowering plant you ever saw! We've called other flowers little darlings in the past, but this one is the darling of darlings.



Plant Patent  
Applied For

## It's Name is "Princess"

To begin with, Azaleamum Princess is a baby. The regular Azaleamums, such as Summer Sunset, get to be 3 or 4 feet across, and 1½ to 2 feet high, and we have always bragged up their size. This little fellow gets only 15 to 18 inches across and 6 to 8 inches high. You should hear the way women visitors to our nursery coo and exclaim over it, for all the world as if it were a real baby.

Second, Azaleamum Princess is colorful. The picture above shows it in one of its most typical colorings, but it has surprises for you. Later it varies its colors to an amazingly beautiful blending of rose, orchid, orange,

apricot, yellow, and pink: a scintillating glory that is astonishing in so tiny a "youngster."

And, oh yes! Don't let us forget! You won't believe that such a baby as Azaleamum Princess could produce so many flowers! It not only covers itself with them, but piles them one over the other in an almost amusing effort to out-do its parent, Azaleamum Summer Sunset. Blooms get to be 1½ to 2 inches across; very little if any smaller than those of Summer Sunset.

You will find Baby Princess Azaleamums very useful. Plant them in front of the larger Azaleamums,

where they can be seen. They are particularly fine for low borders, either in front of the larger Azaleamums, or surrounding any flower bed. Buy Baby Azaleamum Princess by the dozen. Hardy.

You'll be glad when you see them blooming. Note that we reduce our prices considerably when you buy them in quantities.

### PRICES

Baby Azaleamum Princess	
1 for \$1.10	6 for \$5.60
2 for 2.10	8 for 7.05
3 for 3.05	10 for 8.30
4 for 3.95	12 for 9.35
15 or more at 70c each.	

**R. M. Kellogg Company, Three Rivers, Michigan**